

STATEMENT

Avisa Partners to become Forward Global, an International Digital, Economic & Information Risk-Management Firm

New unified brand and strengthened governance structure aligns firm's public identity with its position as an emerging leader in global risk management after three years of rapid growth across 10 acquisitions and 18 brands

Avisa Partners, an international, full-service risk- and reputation management firm delivering trusted counsel to clients worldwide, today announced will become Forward Global, an international digital, economic, and information risk-management firm.

The new Forward Global brand better connects and communicates the firm's trajectory after three years of rapid growth, during which time the firm completed more than 10 strategic acquisitions, quadrupled its revenue from EUR 20 million to EUR 80 million, and expanded its global team of professionals from 60 to nearly 350.

- “We design and operate high-value services and innovative technologies dedicated to the development and protection of our clients' businesses,” said Matthieu Creux. Creux will become chairman of the Forward Global Supervisory Board, the central decision-making and control body for the firm's global operations.
- “The business environment is becoming increasingly competitive. We work with clients in both the public and private sectors in risk and crisis situations and enable them to seize opportunities,” Creux added. “Today, we embark on a new phase of this adventure to accelerate and become a globally recognized risk-management organization.”

Forward Global will integrate and streamline 18 different brands and seven business lines into three primary risk-management verticals: digital risk (cybersecurity), economic risk (geopolitics and corporate and public diplomacy), and information risk (strategic communications, reputation management, and public relations).

- **Digital risk management** will harness the capabilities of 150 engineers and cybersecurity specialists to deliver critical infrastructure security, cybersecurity threat anticipation and protection, data leak identification, and rapid-response, recovery, remediation, and systems restoration.
- **Economic risk management** will bring together the investigations capabilities of 70 professionals in France, the U.S., and Africa supporting clients in disputes (corporate contests, shareholder activism, litigation, arbitration), pre-transaction (M&A due diligence), and ethics and compliance (FCPA, anti-bribery, anti-corruption) situations, as well as in combatting illicit markets (counterfeiting, content piracy) and organized crime.

- **Information risk management** will deploy more than 100 Forward Global strategic communications, reputation management, media and public relations, and international public affairs and lobbying professionals in Paris, Washington, London, Brussels, Dakar, and Abidjan. The information risk team brings expertise in traditional and digital strategic communications, crisis and litigation management, and government relations and public policy activities in the U.S., Great Britain, Brussels, and Africa.

Spin-off of indirect online influence activities

The Group's refocusing on these three main divisions means that the SEO activities used in the deployment of indirect online influence campaigns will be discontinued and sold. Forward Global will pursue only conventional digital communications activities, backed by its public relations business.

This digital business, which represented only a very small part of the Group's sales (around 4%), has been sold, along with the Avisa Partners brand, to Arnaud Dassier, who continues to develop this specific digital practice. At the same time, Arnaud Dassier is selling all his shares in the Group, with which he will have no further capital ties.

The announced transformation laser-focuses Forward Global on its core business lines in order to best position the firm to become a major international risk-management conglomerate with EUR 100 million in revenue by 2024.

The new Forward Global brand also comes with several new appointments and a strengthening of the firm's governance structure. Those appointments are as follows:

- **Matthieu Creux** will be reappointed Chairman of the Forward Global Supervisory Board, the central decision-making and control body for firm's global operations.
- **Guillaume Tissier** will be appointed Forward Global Chief Executive Officer. He will be supported by **Samuel Dralet**, Managing Director of the digital risk business, and **Alexis Spencer**, who will be promoted to Managing Director in charge of strategy deployment, governance management, and business control.
- **Guillaume Didier** will be appointed President of Forward France.
- **Noe Garcia** and **John Procter** will be co-Managing Directors of Forward Global North America.
- **Quentin Ruffat** will be appointed Director of Operations for the Information Risk division in France.
- **Xavier Evano** will replace Alexis Spencer as Chief Financial Officer.

- **Marine Petit** will be appointed Director of Human Resources.
- **Laura Dumont** will be Legal and Compliance Director.
- **Hamid Drapoel** will take over responsibility for Information Systems.
- **Arnaud Dassier** and **François-Charles Timmerman** will leave Forward Global and will no longer be shareholders. They and Olga Popova will no longer be members of the Forward Global Supervisory Board. They will be replaced by **Mélodie Reynaud** and **Guillaume Tissier**.
- **The Forward Global Ethics Committee**, chaired since 2022 by **Jean-François Thony**, Honorary General Prosecutor, former Director of the Ecole Nationale de la Magistrature (ENM), and facilitator of IMF and UN anti-money laundering and anti-corruption programs, will be strengthened by the arrival of **Bruno Dethomas**, former head of the economics department and member of the Supervisory Board of Le Monde, and **Jacques Delors**, former spokesman for the European Commission and its president.