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**Press Release**

## **JKL announces rebrand to Kekst CNC**

Stockholm, 13 January 2021 - JKL, the leading strategic communications firm in Sweden and the Nordics, has announced it will change its name to Kekst CNC.

For more than 35 years, JKL has pioneered the intersection of business, politics, and the media, playing an active role in establishing the strategic communications industry in Sweden and the Nordic region.

Kekst CNC is part of Publicis Groupe, the world's third largest communications group. It was born in 2018 through the merger of leading New York strategic communications firm Kekst, European market leader CNC Communications & Network Consulting, and leading Swedish communications firm JKL.

*"By rebranding our Swedish operations to Kekst CNC, we are taking the final step to clarify our offer and align ourselves fully with Kekst CNC's growing, global operations,"* said Helena Norrman, Partner at Kekst CNC and Managing Director of the Stockholm office. *"The team in Stockholm combines longstanding roots in the Swedish and Nordic market with the global expertise, perspectives, and contacts of our colleagues around the world. This announcement follows the enhanced investment in our advanced digital tools and global analytics capabilities, enabling us to advise both Swedish and global clients as they navigate and make decisions in an increasingly fast-paced and interconnected world,"* she added.

### **About Kekst CNC**

Kekst CNC is a leading global consultancy for strategic communications. A team of over 250 experienced professionals serves its clients from 13 offices in New York, London, Munich, Berlin, Frankfurt, Paris, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm. As a trustworthy consultant Kekst supports CNC in highly relevant topics such as: M&A, activist shareholders and corporate governance, crisis communication, restructuring, litigation support, investor relations, IPO communication, reputation and issue management, change management and change communications, and digital transformation and communication.

Further information is available at [www.kekstcnc.com](http://www.kekstcnc.com).

### **Media contact**

Helena Norrman

Partner

T +46 73 066 53 46

[helena.norrman@kestcnc.com](mailto:helena.norrman@kestcnc.com)