



## Sage Holdings Rebranded as King Worldwide

Designated Global Growth Company by World Economic Forum

NEW YORK, Nov. 19 /PRNewswire/ -- DF King Worldwide ("King Worldwide") is the new name of Sage Holdings, the leading global financial communications and stakeholder management firm. In conjunction with the rebranding, a new corporate website has been designed by one of King Worldwide's own companies, Stockholm-based Hallvarsson & Halvarsson, and launched at [www.king-worldwide.com](http://www.king-worldwide.com). A range of global marketing initiatives is supporting the change.

Dr. Oliver Niedermaier, President and Chief Executive Officer of King Worldwide, commented: "The King Worldwide name emphasizes our global presence and affirms our position as a leader in high-end consulting, analytics and processing services. It also communicates strength and durability. This is appropriate because, although the holding company is young, many of the brands it brings together have long and distinguished histories. That pedigree is among the attributes which separates King Worldwide from its competitors."

The re-branding is an important milestone for the Group and follows the recent designation of King Worldwide as a Global Growth Company by the World Economic Forum.

"Clearly the King Worldwide story has found traction beyond our industry, and prominent people and organizations recognize our success to date and our potential," said Dr. Niedermaier. "Among the criteria for admission to the Community of Global Growth Companies is 'the capacity and intent to build a global business.' Our successful acquisitions worldwide and our everexpanding base of satisfied customers attest to that," he continued.

### About King Worldwide

Founded in 2007 as Sage Holdings, King Worldwide has prudently acquired companies occupying top-tier positions in their respective areas of financial communications, investor relations, proxy services, media relations, online communications, financial document processing and others of critical importance to public companies and those firms servicing them.

Today, King Worldwide is the leading global Financial Communications and Stakeholder Management firm. The King Worldwide family is comprised of Europe's fastest-growing financial communications consultancy M:Communications, the premier international investor relations consultancy Taylor Rafferty, the top-ranked Nordic investor relations and online communications firm Hallvarsson & Halvarsson, the alternative asset investor and media relations consultancy Broadgate Consultants, the premier capital markets intelligence company Capital Precision, the leading proxy solicitation company D. F. King & Co. and bankruptcy specialist Donlin, Recano and Company. King Worldwide employs over 900 staff, serving over 1,000 clients from offices in New York, Chicago, London, Stockholm, Dubai, Hong Kong and Taipei.

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