

## **Koramic strengthens its position in the communication sector**

The Koramic Group, already the reference shareholder of the communication company All Yours, has just strengthened the shareholding of The Crew Communication. This acquisition of a majority shareholding will enable the Koramic Group to reinforce its positioning in the communication business.

While All Yours and The Crew Communication will work together at a strategic level, they will continue to operate independently. In the coming months, it will be examined how this collaboration can be further developed. From now on, the two companies will share their particular skills in order to create growth opportunities both for their respective clients and in new markets.

All Yours was founded by Kris Verbeeck and has been active in strategic marketing and communication for 20 years.

On 1 April 2020 Luc Botten took over the management of All Yours, while Kris Verbeeck remains a director. Luc Botten has many years of experience as a General Manager of companies in the field of marketing and communication, as well as technology. Coming from the advertiser's side, he knows better than anyone else how agencies should work from the client's point of view.

For him, the most important thing is the quest for an even better service. The collaboration with The Crew Communication will become an accelerator in the expansion of both organisations' offerings. *"Marketing and communication are increasingly oriented towards digital and data management. The Crew Communication, which has extensive experience in both these areas, is the ideal partner for All Yours"*, explains Luc Botten.

At The Crew Communication, the founder Luc de Tillesse will take over the operational management of the agency on his own, while his partner Jean-Louis Dubrule will remain a director.

Luc de Tillesse says:

*"This rapprochement will allow us to considerably reinforce our "customer centricity" as it relates to ROI thanks to the tools and experience that All Yours will make available to us. Our two cultures and the constant search for the best possible performance will certainly be assets that we will quickly be able to offer to our respective clients."*

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