Essentially Joins Forces With ABC Sports Management

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CSM Sport & Entertainment (“CSM”), the leading international sports marketing and entertainment agency has further strengthened its position in the UK athlete management sector through the acquisition of ABC Sports Management, one of the UK's top athlete representation businesses. ABC Sports Management will merge with CSM's Essentially, the leaders in commercial sales and athlete management, with immediate effect.

The acquisition is part of the focus on growing the global athlete management division at CSM, which also owns sports marketing consultancy Fast Track, branding specialists ICON, global hospitality experts iLUKA, and JMI the number one motorsports agency. The acquisition also strengthens CSM's position as one of the leading agencies in each major rugby territory.

Founded in 2006 ABC Sports Management is considered one of the leading independent agencies in British rugby. They manage the careers of several of the leading players in global rugby including the likes of England captain Chris Robshaw, Marland Yarde, Brad Barritt, Alex Goode, George North, Gethin Jenkins, Luke Charteris, Taulupe "Toby" Faletau, Matthew Rees and Bryan Habana to name a few. Director Christian Abt has been working in the industry since 2001 and is also a qualified lawyer. Born and raised in South Africa, he has lived and worked in England since 2002 and during his time in the sports management industry he has created an excellent client base throughout world rugby.

Essentially CEO Matthew Vandrau commented: “The acquisition of ABC Sports Management reinforces Essentially's position as the leading Global athlete management business in rugby union, thanks to their fantastic client base and the reputation of their management team in the sector.”

Commenting on the acquisition, Christian Abt said: “We have enjoyed fantastic growth over the last few years and joining Essentially and the wider CSM group will enable us to realise our growth potential and offer broader, more internationally connected services to our clients. We are very excited about the opportunities that lie ahead.”

-ENDS-

Notes to Editor

Essentially is a leading commercial sales and athlete management agency in rugby union, cricket and football, with world-class sports marketing and commercial rights teams delivering work across the UK, Australia, New Zealand, South Africa, France and Japan. Essentially is headed up by CEO Matthew Vandrau.

CSM Sport & Entertainment is a division of Chime Communications PLC and one of the largest sport and entertainment marketing agencies in the world. The Group is headed by Lord Sebastian Coe as Executive Chairman, Deputy Chairman Edward Leask and Group CEO, Jim Glover.

Comprised of a number of internationally recognised businesses; Essentially, Fast Track, ICON, iLUKA, JMI, Golden Goal, and People Marketing,– CSM offer a range of complementary services that can be tailored individually to clients' needs or integrated, to provide a seamless, end-to-end service. Together, CSM work to put their clients and people at the heart of the world's greatest experiences in sport and entertainment.

The team manages over 850 employees worldwide across 21 offices in 14 countries; Abu Dhabi, Adelaide, Auckland, Cape Town, Dunedin, Doha, Dubai, Glasgow, Hong Kong, Indianapolis, London, Madrid, Melbourne, Moscow, Paris, Shanghai, Singapore, Sochi, Sydney, Rio de Janeiro and Tokyo.

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