

PRESS RELEASE

ALIXPARTNERS COMPLETES ACQUISITION OF LEADING AUTOMOTIVE CONSULTING FIRM, BERYLLS

NEW YORK (June 3, 2024) – Global consulting firm, AlixPartners, today announced the completion of its [previously announced](#) acquisition of the majority of the operations of leading automotive consulting firm, Berylls.

The transaction, which closed on 31 May 2024 following the conclusion of a successful regulatory approvals process, will result in the Berylls Strategy Advisors and Berylls Mad Media businesses becoming wholly owned by AlixPartners. Given the strong brand recognition that Berylls enjoys, its specialist service offerings will be taken to market under the banner of “Berylls by AlixPartners”. The transaction will see approximately 160 people joining AlixPartners from Berylls, predominantly in Germany, and across China, the UK, South Korea, North America, Austria, and Switzerland as well.

As a result of this high-profile, strategic acquisition, AlixPartners and its new Berylls colleagues will afford automotive clients access to the consulting industry’s most comprehensive range of expert advice spanning the value and supply chains in their entirety.

Simon Freakley, CEO, AlixPartners, commented:

“We are delighted to welcome our new Berylls colleagues to AlixPartners. Today marks an exciting new chapter for the firm in our continued growth, as we combine Berylls’ best-in-class strategy, growth, and digital capabilities, and our financial, operational, and performance improvement consulting expertise. This enhanced offering ensures that we are more perfectly positioned than ever to help our automotive clients to create value in today’s complex and disrupted environment.”

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Andrew Bergbaum, Global Co-Head of AlixPartners' [Automotive & Industrial Practice](#), said:

"The arrival of our new Berylls colleagues marks a pivotal moment for our automotive offering at AlixPartners and we are thrilled to have them on board. The response from our automotive clients has been overwhelmingly positive, and we're excited to be creating a unique offering for them, as they look to secure their future against a backdrop of unprecedented change for the industry."

Jan Burgard, co-founder of Berylls and Global Co-Head of the AlixPartners' Automotive & Industrial Practice, added:

"We are delighted to be joining the AlixPartners team and to be providing our people and our clients with new opportunities as we bring together our collective skills. In AlixPartners, we have found a home that will take the Berylls brand and its people ever closer to our founding principle of being the world's number one automotive consulting team."

Willkie Farr & Gallagher LLP acted as legal counsel to AlixPartners, and Gleiss Lutz acted as legal counsel to Berylls.

About AlixPartners

AlixPartners is a results-driven global consulting firm that specializes in helping businesses successfully address their most complex and critical challenges. Our clients include companies, corporate boards, law firms, investment banks, private equity firms, and others. Founded in 1981, AlixPartners is headquartered in New York and has offices around the world. For more information, visit www.alixpartners.com.