

## ICF Acquires We are Vista

### Highly Recognized Agency will Join ICF's Growing Global Marketing and Communications Practice

FAIRFAX, Va., Oct. 4, 2018 /PRNewswire/ -- [ICF](#) (NASDAQ:ICFI), a global consulting and digital services provider, today announced that it has acquired [We are Vista](#), a leading U.K.-based creative communications agency working to support the growth of global brands in the U.K., Europe and beyond.

We are Vista has been highly recognized for its work in communications strategy, research, digital engagement, content development, design and art direction. Based in London and Leeds, We are Vista's 100-person team includes some of the industry's top strategic communicators who have developed campaigns for well-known brand names in the technology, financial, retail, transportation, telecommunications and energy industries.

"We have created an integrated set of advisory and engagement marketing capabilities to better serve our North American customers, and the acquisition of We are Vista expands this strategic intent into Europe," said Sudhakar Kesavan, CEO of ICF. "They will enhance the support we offer both our public and private sector clients in Europe."

"In a time of significant change and disruption to how we communicate, it's critical for brands and organizations to focus on building trust and loyalty with audiences through meaningful experiences that are integrated across multiple channels," said James Wilkins, CEO of We are Vista. "As part of ICF, we will offer an unmatched set of marketing and communications services, supported by industry-leading analytics, that will help our clients successfully navigate transformative engagement strategies to maximize the impact of these experiences."

The acquisition of We are Vista represents the latest in a series of recent announcements that showcase ICF's commitment to strengthening its global marketing, technology, communications and digital services portfolio. This includes last year's acquisition of London-based loyalty strategy and marketing company [The Future Customer](#) and the recent addition of [John Armstrong](#), a former founding executive of IBM iX, to lead ICF Olson, the company's commercial marketing and communications division.

We are Vista will become a part of ICF's full marketing and communication team, which offer unique, broad expertise across the entire spectrum of marketing services, including strategic communications, advertising, digital engagement, public relations, loyalty, customer relationship management and brand management.

Read more about [We Are Vista](#) and [the acquisition](#).

#### **About ICF**

*ICF (NASDAQ:ICFI) is a global consulting services company with over 5,500 specialized experts, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).*

#### **Caution Concerning Forward-looking Statements**

*Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

**Contact: Lauren Dyke, [lauren.dyke@ICF.com](mailto:lauren.dyke@ICF.com), +1.571.373.5577**

View original content to download multimedia <http://www.prnewswire.com/news-releases/icf-acquires-we-are-vista-300724162.html>

SOURCE ICF

---

<https://icf.mediaroom.com/2018-10-04-ICF-Acquires-We-are-Vista>