
2nd September 2020

**Cogital Group to re-brand as Azets**

**Including leading regional brands – Baldwins, Wilkins Kennedy, and**

**Campbell Dallas**

*Creating a UK and European Accounting, Advisory and Business Services Group,*

*committed to providing a best in class service to local clients*

Cogital Group, the fast-growing global accounting, advisory and business services group, is to re-brand as Azets, the group’s largest established brand.

The rebrand creates a major presence in the UK accounting and business services market, with the scale and reach to serve businesses digitally and in person from the UK’s largest network of local offices.

Leading firms, Baldwins, Wilkins Kennedy and Campbell Dallas, along with all associated companies, are rebranding as Azets. Blick Rothenberg, which is shortly celebrating its 75th anniversary, will retain its name within the Azets business.

Clients across the enlarged Azets group and Blick Rothenberg will gain the benefits of significant synergies, including the option to access additional services, skill sets and an international offering, whilst retaining a personal local service. For employees, working under the Azets brand will allow access to outstanding career opportunities.

Unifying the brands represents the next phase in the Group’s development. The rebrand follows significant investment in technology, to enable a digitally enhanced yet personal approach to client service, where the focus is on providing outstanding service and commercially focussed advice, wherever the client might be located. The investment in technology gives clients access to a suite of traditional and technology-based services, including the Group’s leading proprietary digital workplace technology “CoZone”.

**William Payne, Regional CEO of Azets for London and the South East, said**:

“Unifying under one modern brand gives our firm a platform to offer clients across London and the South East a broader service. We can do that by working closer as a team, accessing expertise nationally and internationally, comparing ideas and best practice. The one thing that won’t change is our highly personalised approach, which is a cornerstone of our service. We set huge store in the working relationship our teams have with our clients.”

Commenting Dawn Marriott, CEO of Azets Group, said: “I am delighted to announce this milestone in our growth story today. We have now combined the strength of our individual entities, along with our UK heritage and our contemporary European name across seven countries. Unifying our brands was the next step in our Groups’ development, enabling our 6,500 people to deliver a service of outstanding professional quality.

This rebrand reflects the vision we set ourselves to be smart, effective and efficient partners to our clients. It allows us to demonstrate clearly who we are and to deliver the benefits of scale, whilst retaining our foundations and what sets us apart, the delivery of a personalised and localised service through our dynamic and collaborative teams – it’s a win for our 120,000 clients and for us.”

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**Notes to Editors:**

Azets is an international accounting, tax, audit, advisory and business services group, with 160+ offices across the UK and Europe, over 6,500 employees and 600 Partners with a T/O of £500m+. With the largest UK network of local offices, Azets client service is based on delivering a highly personalised experience, serving business and individuals digitally and in person. The Group’s leading proprietary digital workplace technology “CoZone”, is a unique, cloud-based portal, giving clients instant access to information about their business to help them evolve, grow and prosper. It simplifies workflows, increases operational productivity and enables a more productive client relationship. Across its network of offices, Azets supports c.120,000 clients across the UK and Europe. Clients include enterprises, SMEs, large scale business, the public sector and private clients.