

**PRESS RELEASE**

**WEFRA LIFE acquires Dorothea Küsters Life Science Communications**

*Niklas Kurz, COO of the WEFRA LIFE GROUP, becomes director / Management team continues to oversee business operations / Dorothea Küsters ends PR career after more than 40 years*

Neu-Isenburg, 30 June 2023 – The WEFRA LIFE GROUP, based in Neu-Isenburg, Germany, is today announcing its acquisition of all shares in Dorothea Küsters Life Science Communications, a Frankfurt-based PR agency. With it, one of Germany's leading owner-operated healthcare marketing agencies is acquiring one of the highest-regarded PR agencies specialised in healthcare communications. The current managing partner, Dorothea Küsters, who founded the agency in October 1993 after holding leadership roles at MS&L, McCann Health and Ogilvy Healthcare, among others, is leaving the company at the end of June 2023 and entering a well-deserved retirement after 40 years in PR.

The agency's long-standing management team, consisting of directors Dirk Fischer for OTC and social media, Bettina Sieber for prescription medicine communications and Dr Monika Vogt for medical education, will continue to oversee business operations as they usually do. Niklas Kurz, Chief Operating Officer of WEFRA LIFE GROUP since October 2022 and nephew of CEO & Managing Partner Matthias Haack, will take charge of management. Kurz began his career at Dentsu, Accenture Song and KPMG. He has a bachelor's degree in sociology, politics and economics from Zeppelin University Friedrichshafen and a master's degree in entrepreneurship and innovation from the University of Edinburgh. WEFRA recently celebrated its 90th anniversary.

'As owner-operated healthcare agencies, our cultures are an excellent match for each other,' says Dorothea Küsters, explaining her decision in favour of WEFRA LIFE. 'I am amazed at the incredible innovation of this family company in its fourth generation of owners. WEFRA LIFE shapes modern healthcare communications with its business models, and I am very confident that we together will offer our clients exciting prospects for the future and added value. I am proud of what the agency team has achieved over almost the last 30 years; I have always greatly enjoyed working with my colleagues and clients and can now retire in good conscience knowing that my life's work is in good hands,' Küsters continues.

Matthias Haack adds, 'The team at Dorothea Küsters Life Science Communications has impressed us with its extraordinary expertise, its passion for healthcare communications and distinct team spirit. All of this together obviously results in lasting success, in view of the long-standing, loyal client base. We look forward to continuing this journey with creative and innovative solutions.'

**Image material:**



*from left to right: Niklas Kurz, Dorothea Küsters and Matthias Haack*

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**About the WEFRA LIFE GROUP**

We are the driving force in the healthcare market, and that is the WEFRA LIFE philosophy. At the subsidiaries WEFRA LIFE MEDIA, WEFRA LIFE MEDIAPLUS, WEFRA LIFE MEDIAPLUS 2, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS and WEFRA LIFE VENTURES, there are roughly 200 communications specialists shaping the healthcare market actively. Working in an integrated and agile manner, they create client-centric, tailored solutions based on data and insights for increasingly complex challenges. On top of that, there is WEFRA LIFE INNOVATION HUB, the innovative centrepiece for visionary services, product ideas and platforms.

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