



FOR IMMEDIATE RELEASE

Allinial Global Member Firms Rebrand as Azets

ATLANTA, GEORGIA September 4, 2020 — Allinial Global is pleased to announce that Cogital Group, the fastest-growing global accounting, advisory, and business services group, is rebranding as Azets, the group's largest established brand. As part of this effort, Allinial Global member firms Baldwins, Campbell Dallas, and Wilkins Kennedy are rebranding as Azets.

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. Consisting of more than 6,500 employees and 600 partners, this network serves approximately 120,000 clients across the UK and Europe. Azets offers clients the benefit of significant synergies, including the option to access additional services, skill sets, and an international offering, while retaining personal, local service.

Unifying the brands represents the next phase in the group's development. The rebrand follows a significant investment in technology that enables a digitally enhanced yet personal approach to client service. This investment gives clients access to a suite of traditional and technology-based services, including "CoZone," the group's proprietary workplace technology.

*"We are thrilled to hear this news and excited about the new opportunities it encompasses. Azets' enhanced scale and reach offer tremendous benefits to Allinial Global member firms and their clients. Congratulations to the Azets team!"*

*—Mark Koziel, President and CEO, Allinial Global*

**About Allinial Global:**

Allinial Global is a member-based association dedicated to the success of independent accounting and consulting firms. Founded in 1969, this strategic affiliation of legally independent accounting firms has a mission to foster the independence, profitability, and continuous improvement of its members. Allinial Global is two hundred and thirty-six members strong and growing, with locations throughout the world generating over \$4 billion in collective revenues. With dedicated regional liaisons who have extensive connections throughout the Americas, EMEIA (Europe, the Middle East, India, and Africa), and the Asia Pacific region, members of Allinial Global are committed to providing the most agile, flexible, and client-centric solutions anywhere, anytime.

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