



## **CSM Sport & Entertainment continues North America expansion with acquisition of JHE Production Group**

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CSM, a global leader in sport and entertainment, has significantly expanded its presence in the North American market with the announcement today of its acquisition of JHE Production, the US live event activation agency.

Founded in 1987, JHE has built a first-class reputation for live show production, experiential activation, conferences and special events in sports, entertainment and the corporate sector.

Headquartered in Charlotte, North Carolina, the company has built a strong portfolio of clients including Fortune 500 companies, professional sports entities and entertainment organisations across the United States and Canada. It operates across a variety of sports ranging from the NFL and NBA to NASCAR, IndyCar and college sports, working with major broadcasters such as Fox and NBC.

JHE's capabilities include event services, operations, production and creative services. In September last year, the company opened an office in Nashville, Tennessee, to service its growing client roster in the musical entertainment and corporate production market.

Zak Brown, Group CEO of CSM, commented: "This acquisition complements and expands our existing capabilities in CSM, simultaneously opening up group-wide opportunities for our clients and prospects in the North American sport and entertainment marketplace. The trend of attending live events in sport and entertainment, being led by the under 35s, looks set to continue. This group wants stadiums not sofas as they trade possessions for live experiences they can create, share and own."

Brown continued: "JHE is trusted to deliver by major properties, brands and broadcasters with a superb record and reputation. Under Jay Howard's continued leadership, I'm confident it will play a successful role in our growth strategy in North America, with more acquisitions to follow in the near future."

JHE Production Group President and CEO Jay Howard said: "Sports and entertainment has been the field of play for JHE since we produced our first live



program in 1988. Joining an elite organisation like CSM is a tremendous opportunity for JHE and allows us to be on the leading edge of their growth in North America. Our entire team is ready for the opportunities that are undoubtedly ahead.”

**About CSM**

CSM is a global leader in sport and entertainment and is part of Chime Communications. CSM is active in every major sport through world-class services from strategy to execution. The organisation is made up of 14 specialist agencies and operates on every continent with over 800 people across 24 offices in 19 countries. For more information go to [www.csm.com](http://www.csm.com)

**About JHE Production**

Founded in 1987, JHE Production is an award-winning event production company specializing in live shows, experiential activation, special and corporate events. For more information, visit [www.gojhe.com](http://www.gojhe.com).