

# WALDER WYSS ADVISES MYTY GROUP ON THE INTEGRATION OF MONAMI

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**Monami**, a creative content agency with offices in Zurich, Chur and Berlin, has joined the digital agency group **MYTY Group**, a portfolio company of Ufenau Capital Partners. Founded in 2016 and headquartered in Zurich, monami has always risen to the challenge of how to rethink and relate content in the wake of digital transformation. Its spectrum of services includes creative strategies, copywriting, videography, motion design and more. Together with MYTY, monami aims to address new thematic challenges, including new platforms such as BeReal or the dynamics of digital in phenomena such as Metaverse.

With Monami, MYTY is strategically complementing its service portfolio with the Swiss agencies MYTY Hutter-Consult, CRK and The House. MYTY Switzerland now manages and supports around 120 competent employees in all relevant communications disciplines.

[Walder Wyss](#) advised MYTY Group on the transaction. The team was led by **Stefan Knobloch** (partner, corporate/m&a, pictured) and **Fabienne Anner** (managing associate, corporate/m&a) and further included **Letizia Schlegel** (associate, corporate/m&a), **Michael Kissling** (associate, corporate/m&a) and **Michelle Sollberger** (associate, employment).