

NELSON and FRCH Design Worldwide Expand Industry Market Segment, Practice Leadership and Global Reach by Merging Operations

Cincinnati, Ohio (January 10, 2018) –NELSON, a global architecture and design firm, announced it has merged operations with FRCH Design Worldwide, a leading retail and hospitality architecture and design firm to create one of the largest in the country with a focus on consumer experiences where people work, shop, dine, play, stay, live and heal.

The merging of the expertise of these two organizations will allow NELSON and FRCH to holistically service a diverse client base consisting of both long-standing relationships with Fortune 500 category leaders in multiple market segments and boutique clients. The newly combined organization has 25 offices with over 1,100 employees to provide service to their current and prospective clients in every region of the country.

The merging of the two firms will bring a new level of diversity to the combined organization, spanning industries from their traditional strongholds in corporate interiors, retail and hospitality to growing healthcare, industrial, mixed-use, government and multi-family residential practices. In the new year, the combined organization is a firm poised as an industry leader on all fronts.

Leveraging proprietary processes and 50 years of design and architecture experience, the combined organization will continue to create innovative brand experiences for both corporate and consumer-facing environments that express brand values and communication tailored to each audience in a meaningful and relevant manner.

“This merger is an exciting step demonstrating our continued commitment to bring more value to our clients with thought leadership in new practice areas and market segment expertise,” said John “Ozzie” Nelson Jr., Chairman and CEO of NELSON, when describing the merger with FRCH. “FRCH’s expertise and 50 years of experience in creating award-winning retail, hospitality, restaurant, entertainment and retail mixed-use environments and innovative consumer experiences is not only complementary to our organization, but positions us to respond to the changing disruption across multiple industries.” For NELSON’s vast Global Solutions Clients, this merger adds both geographic coverage and an elevated focus on brand, experience, and creative design. “Our growth has always been about responding to our clients’ needs,” said Nelson.

Nelson and Jim Tippmann, CEO of FRCH will lead the new organization as Co-CEOs. “Merging with NELSON provides our organization and clients with a stronger regional presence offering not only relevant depth of practice area expertise, but more reach nationally to be closer to our clients so that we are there when they need us,” said Tippmann who sees the companies as a cultural fit – both founded on an entrepreneurial spirit with a focus on strengthening their client’s brand while continuing to be proactive in growing the business. In addition to his role as Co-CEO, Nelson will serve as Chair of the newly created board, and remain the majority shareholder.

FRCH Design Worldwide will immediately become 'FRCH a NELSON Company' and continue to serve current and future clients. The combined organization will leverage their collective talent, experience, expertise and regional presence to best service the needs of current and future clients. Over the coming months, the leadership of both organizations will further integrate their expanded service offering to provide clients with the full benefit of this merger.

Both companies serve leading global brands within today's evolving marketplace, including: Bank of America, Macy's, Saks Fifth Avenue, Google, Hershey's, Cisco, Kroger, Simon, Westfield, SAP Fieldglass, Hilton Worldwide, Target, Pandora Radio, T-Mobile, Hines, Dick's Sporting Goods, Weston, American Girl, Capital One, Subway, YUM! Brands and many more.

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About NELSON NELSON is part of a global architecture, design, engineering, and consulting services organization with over 900 Teammates in 24 locations around the world and strong experience in a broad range of industries. NELSON is ranked in the top 10 of Interior Design Magazine's "100 Design Giants" list. NELSON is also ranked in the top 3 firms specializing in workplace interior design¹, and in the top 20 for office architecture and design². For more information, visit www.NELSONonline.com.

1. Interior Design Magazine #3 Office Sector, #9 Overall; 2. Building Design + Construction #6 Office Sector, #17 Overall

About FRCH Design Worldwide FRCH is an international brand experience firm creating amazing environments where people shop, dine, work, relax, play and stay. Our team of 200+ passionate experts in brand strategy, architecture, interior design and graphic design transform the ordinary into extraordinary places people love.

FRCH has offices in Cincinnati, New York and Los Angeles with 50 years of expertise and experience specializing in the retail, hospitality, retail mixed-use, restaurant, corporate office, entertainment and higher education sectors. FRCH has been recognized as a Top 10 Global Retail Architecture Firm by Building Design + Construction and Retail Design Firm of the Year by Design:Retail, among many other accolades. For more information visit www.frch.com

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