

PRESS RELEASE





M2S AD LLC Announces Company Rebrand to Evolve LLC & Change in Company Ownership

Abu Dhabi / Berlin / Brussels / The Hague - [6 January 2025] – M2S AD LLC, a leading boutique advisory in the field of diplomatic services, market access and communications, today announced its official rebrand to Evolve LLC. The rebrand forms part of a broader strategic transformation designed to strengthen the firm's capabilities and expand its service offering across multiple advisory vectors.

The transition marks a significant milestone in the company's development and follows the change in ownership of M2S AD LLC earlier this year. Company founder Dr. Timo F. Behr will assume the role of sole shareholder and Chief Executive Officer of Evolve LLC, which will henceforth be headquartered in Abu Dhabi.

Evolve LLC will continue to maintain a fully operational presence in Berlin, Brussels, and The Hague, reaffirming the firm's long-standing commitment to Europe.

As part of its rebrand, the company has implemented a comprehensive restructuring of its services to enhance its value proposition to clients. Going forward, Evolve LLC will deliver advisory services across four integrated sectors:

-  **Policy & Strategy**
-  **Communications & Design**
-  **Data & Technology**
-  **Market Access & Analysis**

Statement from the CEO

Dr. Timo F. Behr, CEO of Evolve LLC

"Our new brand represents an important step in our journey toward becoming a full-spectrum professional services firm. Relocating our global headquarters to Abu Dhabi underscores our enduring commitment to the United Arab Emirates and strengthens our ability to support clients across the UAE and the wider Global South. At the same time, we have made a decision to expand our presence in the Nordic-Baltic region and are exploring new opportunities in Asia to provide our clients with a truly global, highly tailored, offering."