



For immediate release

DeVoe & Company Supports Johnson Financial Group in its Acquisition of The Appleton Group

San Francisco, September 19, 2023 – DeVoe & Company, a leading investment bank and consulting firm serving the RIA industry, is pleased to have supported Johnson Financial Group (JFG), in its acquisition of The Appleton Group, a \$210MM RIA in Wisconsin.

“Integrating The Appleton Group into our organization reflects our commitment to building and expanding our banking and wealth business in Wisconsin,” said Jim Popp, CEO of Johnson Financial Group. “We are excited to welcome The Appleton Group clients and employees into the firm.”

The Appleton Group will gain additional capabilities for its clients as well as support services to allow its employees to focus exclusively on their client relationships. “Our clients will have access to expanded wealth management capabilities, and our team will benefit from Johnson’s larger infrastructure footprint,” said Mark Scheffler, Founder and CEO, The Appleton Group.

Scheffler, who is deeply involved in the Appleton, Wisconsin community and has built a following for his “Three Minute Trend Talk” podcast, will continue to serve clients and be a leader within JFG’s Appleton office.

Johnson Financial Group’s RIA, Johnson Wealth, has \$9.5B in assets under management. Johnson Wealth is part of Johnson Financial Group, which is led by chairman, Helen Johnson Leipold, a member of the 5th generation of the Johnson Family of companies. This transaction adds to a series of other acquisitions as JFG continues to expand its regional footprint.

“Johnson Wealth is a premier RIA that continues to invest for future generations of clients and employees,” said David DeVoe, Founder and CEO, DeVoe & Company. “The Appleton Group team and its clients will be well served by Johnson’s expansive wealth management services and established back-office.”

This is DeVoe & Company’s seventh transaction of 2023.

About DeVoe & Company

DeVoe & Company is a goal-based investment bank and consulting firm focused exclusively on guiding wealth management and investment management companies to a higher level of success. The firm provides M&A, consulting and valuation services to help RIAs accelerate the achievement of their business goals. For more information, visit www.devoeandcompany.com.

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