

Liberty & Co.

Liberty & Company Named to the 2023 Inc. 5000 With Three-Year Revenue Growth of 726% Percent, L&Co. Ranks No. 816 Among America's Fastest-Growing Private Companies

NEW YORK, August 15, 2023 – Inc. revealed today that Liberty & Company ranks No. 816 on the 2023 Inc. 5000, its annual list of the fastest-growing private companies in America. The prestigious ranking provides a data-driven look at the most successful companies within the economy's most dynamic segment—its independent, entrepreneurial businesses. Facebook, Chobani, Under Armour, Microsoft, Patagonia, and many other household name brands gained their first national exposure as honorees on the Inc. 5000.

"The Liberty & Co. team is honored to be recognized by Inc.'s editors this year and to be in the company of the other fast-rising private businesses on this renowned list," says founder and CEO Erica Boeke.

"But really, all I can do is think of the team behind Liberty & Co. This group of talented people who work passionately and tirelessly, whether on a goose-bump-inducing live experience or a virtual one ... a smart strategic roadmap or bold brand identity ... an unforgettable story or a stunning set," continues Boeke. "The fact that a company focused on experiences could show this type of growth during a global pandemic is evidence that there is nothing this team of smart, nimble, imaginative, fearless humans can't do. My business partner Caitie Murphy and I could not be more proud."

The Inc. 5000 class of 2023 represents companies that have driven rapid revenue growth while navigating inflationary pressure, the rising costs of capital, and seemingly intractable hiring challenges. In all, this year's Inc. 5000 companies have added 1,187,266 jobs to the economy over the past three years.

For complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, location, and other criteria, go to www.inc.com/inc5000.

"Running a business has only gotten harder since the end of the pandemic," says Inc. editor-in-chief Scott Omelianuk. "To make the Inc. 5000—with the fast growth that requires—is truly an accomplishment. Inc. is thrilled to honor the companies that are building our future."

ABOUT [LIBERTY & CO.](#):

Liberty & Company is a super-strategic, multi-disciplinary branding, marketing and experiential consultancy devoted to experiential storytelling, launched in 2019. Co-founded by Erica Boeke (Partner, CEO) and Caitie Murphy (Partner, Head of Strategy), the consultancy seeks bold partners, clients and collaborators to create smart, cool projects that matter; to bring together brilliant people with varying

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backgrounds and perspectives; and to rebel against the “we’ve always done it that way” mentality. XP Land and XLIST are L&Co.’s IP, launched to elevate, celebrate and convene the experiential industry. For more information, visit <https://libertylovescompany.com>

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More about Inc. and the Inc. 5000

Methodology

Companies on the 2023 Inc. 5000 are ranked according to percentage revenue growth from 2019 to 2022. To qualify, companies must have been founded and generating revenue by March 31, 2019. They must be U.S.-based, privately held, for-profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2022. (Since then, some on the list may have gone public or been acquired.) The minimum revenue required for 2019 is \$100,000; the minimum for 2022 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Growth rates used to determine company rankings were calculated to four decimal places.

About Inc.

Inc. Business Media is the leading multimedia brand for entrepreneurs. Through its journalism, Inc. aims to inform, educate, and elevate the profile of our community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating our future. Inc.’s award-winning work reaches more than 50 million people across a variety of channels, including events, print, digital, video, podcasts, newsletters, and social media. Its proprietary Inc. 5000 list, produced every year since 1982, analyzes company data to rank the fastest-growing privately held businesses in the United States. The recognition that comes with inclusion on this and other prestigious Inc. lists, such as Female Founders and Power Partners, gives the founders of top businesses the opportunity to engage with an exclusive community of their peers, and credibility that helps them drive sales and recruit talent. For more information, visit www.inc.com.

For more information on the Inc. 5000 Conference & Gala, slated for October 31 - November 2 in San Antonio, visit <http://conference.inc.com/>.

The logo for Inc. features the word "Inc." in a large, bold, black, sans-serif font. The letters are thick and blocky, with a slight shadow effect on the left side of the letters, giving it a three-dimensional appearance. The period at the end is a solid black dot.