

# Lead Advisor to Management on the MBO of CAN Advertising Limited



## Deal overview:

CAN Advertising is a dynamic, Director led, independent healthcare agency who provide integrated creative solutions right across the marketing mix.

Having developed the business over a number of years the time had come for the operational management to take full control of the business. The deal sees Lisa Dodd and Clare Chamberlain into full ownership fulfilling their desire to give a true owner managed dynamic to their customers.

The transaction is also part of a wider plan to grow the business in a faster, controlled way, always focusing on better and more integrated delivery for clients.

## About the parties:

CAN is an independent healthcare agency, passionate about what they do. It's the CAN do attitude that sets them apart from the competition. They bring smart, fresh-thinking to each project and pride themselves on creating impactful, hard-hitting strategies that go above and beyond the brief.

Clients get honest, expert counsel every step of the way. Directors lead every account ensuring exceptional client service and integrity and have worked client and agency side so they know what matters: inspiring campaigns that work hard for the money and deliver real results.

Clare Chamberlain, Director at CAN said: "How to actually achieve and fund a Management Buy Out was all new to us and we were delighted with Wilson Partners managing us through the whole process and delivering the funding required for us to complete the deal."

Adam Wardle, Director at Wilson Partners added: "This is a great agency, based in the Thames Valley with an impressive roster of customers and an absolute passion for the work they deliver. Very pleased for the management team and delighted that my firm now provides them with ongoing additional support."