

Adviser to Downing Ventures and Guinness Asset Management on investment in Imagen



Deal overview:

Wilson Partners Corporate Finance was delighted to provide financial and tax due diligence for Downing Ventures and Guinness Asset Management on the £6.5m Series B Funding Round for Imagen Limited, the leading SaaS video management platform business.

The investment represents a major milestone for the company, following significant growth in 2018 that saw Imagen post an 88% year on year revenue increase driven by clients including Formula One, The Premier League, World Tennis Association, BP, Reuters, BBC and IMG, part of Endeavor.

Charlie Horrell, CEO of Imagen, comments, "This funding is clear recognition of the value our partners and prospects see in the platform. We have a world class roster of clients across the sports, media and enterprise sectors and have a healthy pipeline going into 2019. We look forward to accelerating our global operations and are thrilled to be working with new investors to continue shaping the future of video management."

Richard Lewis, Investment Director at Downing Ventures, added, "We are delighted to be backing Imagen and the exceptional management team that has developed a market leading video management platform."

About the parties:

Imagen is an intuitive video management platform that enables sports organisations, media companies and enterprise sectors to intelligently manage video content with enhanced functionality, control, and insight. Imagen is being used by global organisations to manage and distribute their expanding video and media libraries - enabling fast, easy, secure and controlled access to content through the highly customisable platform.

Downing Ventures is a London based evergreen fund investing in seed to series A (and beyond) companies, providing entrepreneurs with a ladder of funding. The fund has backed over 60 ambitious businesses (as at January 2019) across a variety of technology sectors including online marketplaces, enterprise software, and health technology.

Guinness Asset Management provides a range of long only actively managed funds to individual and institutional investors. We also offer an Enterprise Investment Scheme investing in private growth stage and AIM-listed companies. Founded in 2003, Guinness is independent and is wholly owned by its employees.

"This was our first time working directly with Wilson Partners and they delivered what they promised; experience, flexibility and timely, succinct, commercial advice adding value to the deal. We look forward to working with them again."

Richard Lewis, Investment Director, Downing Ventures

"Imagen is a fantastic business led by a great management team and with a suite of favourable dynamics for growth that the company is well-positioned to exploit. We thoroughly enjoyed working with Downing, Guinness and management on this transaction."

Dan James, Director, Wilson Partners