

# TS Provider to Key Capital Partners on its investment to support the MBO of Mike Colling & Co



## Deal overview:

Private equity house Key Capital Partners (KCP) has announced that it has made a £6.6m investment in London-based independent performance media agency, Mike Colling & Co (MC&C).

The capital will be used to grow the firm, enabling key hires, further investment in operational technology, financing potential acquisitions, and acceleration of international growth. The investment triggers the formation of a new MC&C Group comprising MC&C London, MC&C Muse and the newly-formed MC&C International.

KCP partner Mike Fell joins a new group executive board alongside founder Mike Colling, executive chairman of MC&C London Steve Booth, UK managing director Mark Jackson and deputy managing director Robin Trust.

Through its global clients, which include Unicef and WaterAid, MC&C has organically built a global portfolio which currently accounts for 7% of group revenues. MC&C International will formalise a global network to scale its revenues by working with like-minded performance oriented partners.

## About the parties:

MC&C are "The Growth Agency". They use media and data to drive sustainable and profitable growth for clients, empowering them to do more of what matters most to their businesses. As a trusted independent performance agency, they use data to connect with clients' brands; identifying who they need to target, and then leveraging an ability to plan and buy media to specific audiences to convert those people as efficiently as possible to loyal, long-standing customers.

Key Capital Partners are an experienced investment team in the UK and a leading player in the smaller buy-out market. Their highly experienced team, all successful entrepreneurs and private equity investors, provide expertise and connections that make a real difference.

Philip Duquenoy, Partner at KCP said: "Wilson Partners delivered invaluable advice and support to the KCP team throughout this investment process."

Dan James, Head of Transaction Services at Wilson Partners added: "We are delighted to have supported the KCP team on another deal in quick succession. MC&C represents an exciting fast-growth asset with plenty of potential."