

## Deal alert.



### **In brief:**

Adviser to Addition Capital, the London-based family investment office, who has completed a control investment into Be-A Education Ltd, supported by funding from Shawbrook Bank.

“Wilson Partners delivered excellent support to Addition throughout the process. The team was extremely responsive and showed significant commercial acumen to help identify the value drivers in the business. We are delighted to be working with the team post completion on financial controller matters and look forward to deepening the relationship through future deals.”

Matthew Bateman, Partner, Addition Capital

### **Who:**

Hertfordshire-based Be-A Education is the operator of the highly successful and fast-growing New Skills Academy and Staff Skills Training businesses with a mission to make learning accessible to consumers and businesses globally. To date, the award-winning company has sold nearly 1 million courses to consumers in over 30 countries.

### **What:**

The Wilson Partners Corporate Finance team provided financial and tax due diligence for Addition Capital's investment.

## Accessible learning

### Deal overview:

Wilson Partners Corporate Finance was delighted to advise Addition Capital with financial and tax due diligence, on a control investment into Be-A Education Ltd. Addition Capital's acquisition was part financed through an undisclosed commercial loan from Shawbrook Bank.

The strategic investment, in partnership with Be-A's founders, marks a new phase in Be-A's continuing mission to bring affordable and accessible upskilling courses to consumers and businesses globally through its direct-to-consumer platform, New Skills Academy, and its SME-focused business platform, Staff Skills Training.

As part of the transaction, Be-A has appointed Ian McClelland as CEO to lead the business through the next stage of growth. McClelland has spent a 25+ year career working in start-up, SME, and multinational corporate environments helping digital businesses launch, scale or adapt to disruption.

Jay Verjee, Managing Partner of Addition Capital, an experienced investor and business operator, says: "We are very excited to be investing in this dynamic and fast-growing business which provides real skills to individuals and companies to help people improve their lives and job prospects."

### About the parties:

Hertfordshire-based Be-A Education is the operator of the highly successful and fast-growing New Skills Academy and Staff Skills Training businesses with a mission to make learning accessible to consumers and businesses globally. To date, the award-winning company has sold nearly 1 million courses to consumers in over 30 countries.

Addition was established in 2018 as the direct investments arm of a London-based Family Office to invest in UK SME businesses. The team combines experience in entrepreneurship, driving sales organisations, investing, financing and technology innovation. Addition is a business owner rather than an asset manager, whose passion for operating drives them to devote significant time and resources to actively improving businesses.

"Chris and Dan have built a market-leading online education product, achieving tremendous growth over recent years which they are set to continue through both their existing brands and exciting growth initiatives. The experience and support from Addition will be invaluable in supporting them on this journey and we look forward to seeing all they can achieve together. It was a pleasure working with the Addition Capital team, and we look forward to working with them again in the future."

Tom Bradbury, Associate Director,  
Wilson Partners Ltd