

Deal alert.



In brief:

Adviser to Queen's Park Equity on the management buyout of Sagacity Solutions.

"It has been great working alongside Tom and Dan during the Sagacity process. Their insight into the key value drivers of the business, as well as helping with critical parts of the negotiation, has been invaluable. We have thoroughly enjoyed working with the Wilson Partners team and very much look forward to working together on future opportunities."

Valentina Matheus, QPE

Who:

Queen's Park Equity ("QPE") has supported the management buyout of Sagacity Solutions ("Sagacity"), a leading provider of tech-enabled customer data management solutions, led by the founders of the business, Anita Dougall, Malka Townshend and Harry Dougall.

What:

Wilson Partners Corporate Finance provided financial due diligence and deal support to Queen's Park Equity on the transaction.

Adviser to Queen's Park Equity

Deal overview:

Wilson Partners Corporate Finance was delighted to provide Queen's Park Equity with financial due diligence services and deal support on the management buyout of Sagacity Solutions, a leading provider of tech-enabled customer data management solutions, led by the founders of the business, Anita Dougall, Malka Townshend and Harry Dougall.

Anita Dougall, CEO of Sagacity, said: "It has been an absolute pleasure working with the QPE team to execute this transaction. They understood our business very quickly and grasped the critical drivers and market potential. Our leadership team is very much looking forward to working with QPE to maximise the exciting opportunities ahead."

Kajen Mohanadas of QPE added: "Anita, Malka, Harry and the wider Sagacity team have built an impressive business, which is exemplified by its very strong positive customer feedback and financial performance. We're delighted that the founders have chosen QPE to support Sagacity during this next stage of strong growth and have enjoyed getting to know the team and the business' DNA, which makes it unique in its market."

About the parties:

Founded in 2005 by Anita Dougall, Malka Townshend and Harry Dougall, Sagacity utilises proprietary technology solutions to help clients with high volumes of customer data to maximise value by joining the dots between data, people, policies, processes and systems.

Sagacity offers three core solutions within the lifecycle of its clients' customers; reducing bad debt, improving revenue & margin and optimising customer value. Sagacity generates impressive ROI for some of the largest utility, telecoms and financial services corporates and is very well positioned to capitalise on the multi-million UK market opportunity

Sagacity is the fourth platform investment from Queen's Park Equity Fund I, which was oversubscribed and closed at its hard cap of £185m in December 2020. QPE is focused on providing capital and expertise to entrepreneur led businesses with an ambition to accelerate their growth.

"We were delighted to support QPE on another deal as their impressive track record of executing new investments continues following the launch of the fund. We wish the Sagacity team all the best for an exciting future."

Dan James, Director, Wilson Partners Ltd