

Deal alert.



In brief:

Adviser to BOOST&Co on its funding into Alliance Asset Management, one of the UK's leading providers of vehicle fleet solutions.

"This is an exciting investment for BOOST&Co and we needed the right partner to work alongside us. Working with Tom on Financial Due Diligence was a delight and Wilson Partners enabled us to understand a multi-dimensional business model in detail, extremely well. I would have no hesitation in recommending Tom and the team in future."

Faye McDonough, BOOST&Co

Who:

Alliance Asset Management, one of the UK's leading providers of vehicle fleet solutions, has secured a £5m facility that will be used to support the company's growth on the back of recent major contract wins.

What:

The Wilson Partners Corporate Finance team provided financial due diligence services to BOOST&Co.

On the road to growth

Deal overview:

Wilson Partners Corporate Finance was delighted to support BOOST&Co with financial due diligence on its £5m facility into Alliance Asset Management.

The investment will bolster Alliance Asset Management's position at the forefront of the changes in the evolving motoring ecosystem, as the company continues to play a critical role in supporting the growth of rapidly developing digital platforms such as car clubs and car subscriptions.

The business has also shown resilience and innovation in response to the changing economic climate, with its management team creating a number of complementary businesses that serve all aspects of vehicle hire, from one hour to five years, across both B2B and B2C markets.

About the parties:

Alliance Asset Management firm offers vehicle rental and leases to businesses and educational establishments across the UK, working with fleets ranging in size from one to 10,000. The independently owned business, which has been operating for more than 24 years, manages all aspects of vehicle rental, from booking to sourcing vehicles and helping to reduce unexpected costs such as excess mileage and damage.

The independent asset manager BOOST&Co offers loans ranging from £1m to £10m, covering a wide range of sectors, with a strong track record in technology, media and telecommunications (TMT). It has funded more than £500m across more than 130 deals to date, and provided close to £200m under the government's CBILS initiative to support SMEs during Covid-19.

“Having shown strong resilience across the past 18 months, the funding from BOOST&Co has placed Alliance in a perfect position to realise their strategic growth plans. We were delighted to support Faye and the team at BOOST&Co on this investment and look forward to working with them again soon.”

Tom Bradbury, Associate Director,
Wilson Partners Ltd