

Deal alert.



In brief:

Adviser to Queen's Park Equity ("QPE") partner firm, Sagacity, on the follow-on investment of award-winning data marketing and insight agency, REaD Group.

"It was great to work with Tom and Dan on the follow-on investment of REaD Group. They were able to quickly identify the critical key value drivers for REaD as part of the wider Group, having worked on the original Sagacity transaction in 2021. They also helped us with critical parts of the negotiation process."

Valentina Matheus, Investment team, QPE

Who:

REaD Group is a marketing data and insight company that gives brands the right to be personal. REaD Group was founded 1991 by Mark Roy based on a strong and clear ethos of making clients more successful and doing it with honesty and integrity.

What:

Wilson Partners Corporate Finance provided financial and tax due diligence and deal support for Queen's Park Equity ("QPE") partner firm, Sagacity.

Strengthening customer bonds and brand reputation

Deal overview:

Wilson Partners Corporate Finance was delighted to support Queen's Park Equity ("QPE") partner firm, Sagacity, with financial and tax due diligence and deal support on the follow-on investment of REaD Group.

Sagacity will now be able to provide an intelligently informed customer lifecycle proposition which starts from customer prospecting and marketing to customer management, billing, collections, and retention over the lifetime of the customer and beyond. Clients will unlock new levels of profitability, identify, and plug revenue leaks, acquire the right types of customers, and strengthen customer bonds and brand reputation.

"This is a strategic, growth investment that will shape the future direction of Sagacity," comments Anita Dougall, Co-Founder and CEO of Sagacity. "REaD has experienced impressive growth and we can see that's down to the quality of the data insights the team uncover. By combining the strengths of both companies, we can unlock the power of data and deliver something really special."

Jon Cano-Lopez, CEO of REaD Group, who has been appointed to the board of Sagacity Solutions Ltd, says "I'm incredibly proud of the growth REaD Group has had over the years, helping many of the UK's most recognisable brands create and implement roadmaps for better outcomes as well as helping to acquire and retain the best customers with quality data solutions. Our ability to harness extra-ordinary data insight and our unparalleled levels of data accuracy allows us to work with some fantastic clients and solve complex issues with unbeatable solutions."

Today marks another period of growth as REaD Group joins Sagacity creating one single unique data business, offering first-class business platforms, unparalleled data, artificial intelligence, proprietary software and seamless API connectivity for the best solutions and services for business data needs."

About the parties:

Sagacity is a dynamic data solutions company dedicated to helping organisations solve complex business challenges. Combining data solutions with delivery capabilities, Sagacity works with clients across the Water, Energy, Telecoms, Financial Services and Housing sectors to achieve a common goal.

Sagacity addresses core problems that exist for clients within the lifecycle of their customers; Reducing Bad Debt, Improving Revenue & Margin and Optimising Value through six core solutions. Sagacity enables clients to extract maximum value by joining the dots between data, people, policies, processes and systems.

REaD Group, the award-winning data marketing and insight agency, uses its unrivalled data products, insight and expertise to help its clients get closer to their customers, offering market-leading data quality and cleaning solutions and trusted marketing data.

QPE, which supported the MBO of Sagacity in March 2021, is currently investing its £202m Fund I. QPE is focused on providing capital and expertise to high-quality, entrepreneurial businesses within the Education, Health & Pharma and Tech Services sectors, with an ambition to accelerate their growth.

"With an impressive track record of growth, the acquisition of the REaD group represents an exciting strategic milestone for Sagacity and we look forward to seeing all that the combined group can achieve going forwards. We were delighted to support QPE and Sagacity on this transaction and we look forward to working again with them soon."

Tom Bradbury, Director,
Wilson Partners Ltd

"It was brilliant to be working with Tom and the team at Wilson Partners again on our recent acquisition of REaD Group. The team are knowledgeable, helpful and willing to put in the extra mile to get things right which is the perfect attribute when going through any transaction. I would recommend Wilson Partners in a heartbeat!"

Harry Dougall, Co-Founder and CFO,
Sagacity