

Deal alert.



In brief:

Lead Adviser to global creative studio FutureDeluxe, on the cross-border acquisition of Tendril, a creative studio with offices in Toronto and São Paulo. The two businesses will come together under a new group, Forever.

“We were delighted to work with Adam and the team at Wilson Partners. They took a lead role in advising on negotiations and project management and helped deliver the deal against a challenging timetable.”

James Callahan, CEO and co-founder, FutureDeluxe

Who:

FutureDeluxe are a global creative studio, with offices in London, Los Angeles, New York and Sydney. Combining design, technology and moving images to craft aspirational visual experiences for future facing brands, including Apple, Nike, Converse, Sony Playstation and Google.

What:

The Wilson Partners Corporate Finance team were lead M&A adviser to FutureDeluxe on the transaction, providing project management, negotiation and support throughout the due diligence and legal phase of the transaction.

Forever thinking

Deal overview:

Wilson Partners Corporate Finance were delighted to advise global creative studio FutureDeluxe, on the cross-border acquisition of Tendril, as part of its buy-and-build strategy, supported by Queen's Park Equity.

Queen's Park Equity originally invested in FutureDeluxe in February 2022 to support management to continue growing both their global footprint and service offering. Alongside future acquisitions & partnerships, FutureDeluxe plan to open new studios in key markets, while maintaining their current boutique status, ensuring each studio retains its unique identity and culture but is part of Forever Group that is best in class globally.

The Company is led by the FutureDeluxe co-founders, Andrew Jones (CCO) and James Callahan (CEO), and are supported by an experienced senior management team.

José Rodriguez and Kajen Mohanadas led the investment for Queen's Park Equity.

José Rodriguez, Co-Managing Partner at Queen's Park Equity said, "This investment expands the group's geographic footprint, adds to the already high-quality client base and brings together two exceptionally talented creative and management teams."

James Callahan, CEO and co-founder at FutureDeluxe said, "We plan to continue growing our community of world class collaborators, adding skill sets that complement, yet reach beyond what we currently have."

About the parties:

FutureDeluxe are a global creative studio, with offices in London, Los Angeles, New York and Sydney. Combining design, technology and moving images to craft aspirational visual experiences for future facing brands, including Apple, Nike, Converse, Sony Playstation and Google. Queen's Park Equity support entrepreneur-led businesses to scale and achieve their accelerated growth potential. QPE invests up to £60m to support the accelerated growth of businesses operating in the Education, Health & Pharma and Tech Services sectors in the UK and Europe.

"We were delighted to advise FutureDeluxe and QPE on the cross-border acquisition of Tendril. Tendril was perfect in this regard to add a scaled business with an awesome client list and impressive management team operating on global brands. FutureDeluxe is led by exceptional management who are great to work with along with QPE, their strategic, hands-on experienced investor. This was a key milestone in the strategy and looks to be a very exciting plan"

Adam Wardle, Head of Corporate Finance, Wilson Partners Ltd

"It is always a benefit working with an advisor who really understands a sector and we found this in Wilson Partners; Adam and the team provided real insight and corporate finance expertise throughout the deal. They were very professional, clear and pro-active in negotiating and managing the deal in what was a well-run process, and we now look forward to working with the management team on the next stage of their journey."

José Rodriguez, Co-Managing Partner, Queen's Park Equity