

November 2006



Transaction Summary

Company name



Industry sector	Business Services
Transaction	MBO and growth capital
Activities	Provision of stakeholder and internal communications, consulting, publishing and branding services to corporate clients and government agencies
Locations	London (HQ), Edinburgh, Manchester, York and Coventry
Website	www.engagegroup.co.uk
Investment date	15 November 2006

Investment rationale

- Fragmented marketing services sub-sector benefiting from increased outsourcing and a developing understanding of benefits of effective stakeholder and internal communications
- Opportunity to build and scale an integrated professional services firm via:
 - increased consultancy and training services
 - sector specific client handling teams
- Blue chip corporate and UK government agency clients
- Cross-selling opportunities across enlarged client base
- Regional office network ideally positioned to support government infrastructure projects

Investment strategy

- Develop a professional services model to better meet client requirements for effective engagement solutions
- Build competitive expertise in developing industry sectors
- Support management team to add consulting expertise

Financial summary (June 2006)

Revenues c.£13.0m