

November 2006



## Transaction Summary

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### Company name



<b>Industry sector</b>	Business Services
<b>Transaction</b>	MBO and growth capital
<b>Activities</b>	Creative engagement specialists supporting corporate clients and government agencies
<b>Locations</b>	London (HQ), Edinburgh and Manchester
<b>Website</b>	<a href="http://www.engagegroup.co.uk">www.engagegroup.co.uk</a>
<b>Investment date</b>	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 2008)

Revenues c.£10.0m