

**DATE**

November 16, 2020

**SECTORS**

Media & Telecom

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



# DC Advisory advised Ergon Capital and Mediahuis on the sale of Keesing Media Group to BC Partners



## Background

- Keesing Media Group (Keesing) is the leading braintainment company in Europe, producing more than 100 million puzzle books a year and offering ample online brain games
- Since its founding by Amsterdam journalist Isaac Keesing in 1911, the company has grown into the market leader in print, online and app puzzle format

## Process

- DC Advisory (DC) was engaged by Ergon Capital, Mediahuis and Keesing to co-advise with ING on the sale of the business
- DC jointly designed and ran a tailored process and crafted the investment story to help

bidders understand the braintainment sector, Keesing's leadership position, and the print and digital market's growth opportunity

- DC leveraged its international footprint to connect with private equity bidders
- DC's debt advisory team ran a lenders education process to underpin offers and maximise the competitiveness of private equity bidders

**Outcome**

- BC Partners, a leading international investment firm, announced on 13 November 2020 that it signed an agreement to acquire Keesing in a transaction which achieves a very successful outcome for all shareholders and the company
- The investment by BC Partners will support Keesing's digital expansion as well as its ambitious growth plans, which include organic growth in its existing countries, as well as ongoing consolidation of the European market and entry into new continents