

DATE

November 10, 2015

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Richard Pulford
Managing Director



Richard Madden
CEO



Ben Thompson
Executive Director



Joe Stroud
Director

DC Advisory advised Inflexion and management on the sale of Ideal Shopping Direct



Ideal Shopping Direct ("Ideal"), backed by private equity house Inflexion Private Equity Partners ("Inflexion"), operates in two distinct and growing markets: TV shopping and the craft and hobbyist market.

DC Advisory ("DC") had in-depth knowledge of Ideal and its core markets, having advised Inflexion in 2011 on its investment in Ideal and its subsequent delisting from AIM in a £78m take-private.

Inflexion and Ideal engaged DC in early 2015 to advise the Board on strategic options.

In June 2015 DC launched a tailored sale process involving both international trade and selected private equity bidders.

The DC team recognised the credibility and deliverability of Blackstone's approach and, as a result, granted preferential access enabling Blackstone to make a pre-emptive bid.

Legal documentation was exchanged on 21 September 2015 following a period of due diligence. Completion is subject to regulatory clearance.

Blackstone is uniquely placed to support and drive Ideal's expansion across the U.S. thanks to its considerable knowledge and prior expertise of the craft retail market.

DC have made the stresses of corporate finance almost enjoyable with their creative thinking, expert advice and commitment to securing a good result for shareholders. They have been a pleasure to deal with: always accessible and with valuable input.

Mike Hancox
Chief Executive Officer at Ideal

DC's global reach and commitment to our interests were instrumental in achieving a great result for shareholders. We thank the team for all of their advice and judgement throughout the sale process.

Tim Smallbone
Partner at Inflexion