

**DATE**

September 20, 2016

**SECTORS**

Media & Telecom

**DEAL TYPE**

M&A Advisory  
Debt Advisory & Restructuring

**DEAL LOCATIONS**



**DEAL TEAM**



**Ciara O'Neill**  
Managing Director



**Andrew Strudwick**  
Managing Director

# DC Advisory advised Inflexion Private Equity on the acquisition of Group IMD



Group IMD (IMD) is a global technology business that provides advertising workflow services by automating processes and connecting agencies, broadcasters and online properties.

DC Advisory (DC), led by Nathaniel Cooper (M&A) and Ciara O'Neill (debt), were engaged by Inflexion in July 2016 to provide both buy side M&A and debt advice on the transaction.

With extensive specialist knowledge of both the business and the sector, the DC team were well placed to provide Inflexion with valuable insight and analysis throughout a competitive auction process.

DC provided market intelligence and strategic advice throughout the process as well as commercial and financial analysis in the lead up to the accepted final offer. DC worked closely with Inflexion to meet a highly concentrated timetable, signing the deal less than two weeks after the final offer was agreed.

On 20 September 2016, Inflexion announced its acquisition of IMD.

DC's deep sector knowledge plus private equity expertise helped guide us through this complex and rapid transaction. The debt package achieved was also exceptional. We really valued their insight and look forward to working with them again.

Gareth Healy  
Partner of Inflexion Private Equity

We are delighted to have worked seamlessly alongside the Inflexion deal team on their investment in IMD. This is the fourth advertising software transaction we have advised on recently and we look forward to bringing that knowledge to bear to help Inflexion and management over the coming years.

Nathaniel Cooper  
Executive Director of DC Advisory