

DATE

May 06, 2020

SECTORS

Technology & Software

DEAL TYPE

Private Capital

DEAL LOCATIONS



DEAL TEAM



Christopher Hieb
Managing Director



C. Chris Hastings
Managing Director



Nigel Tse
Director

DC Advisory advised Omilia on its US\$20 million growth investment from Grafton Capital



DC Advisory US acted as the exclusive financial advisor to Omilia, an innovative AI platform for automated, conversational care, on its growth investment from Grafton Capital, a London-based, software specialist growth private equity firm.

Omilia's platforms are relied upon by leading enterprises across banking, insurance, telecommunication and broadcasting. DC Advisory was able to leverage its strong international experience in the customer interaction management sector to provide insightful sector intelligence and strategic advice, together with full process support, including modelling, valuation and transaction structuring.

Omilia received a US\$20 million growth investment from Grafton Capital. The investment is expected to further strengthen Omilia's direct and indirect 'go-to-market' organizations in North America and Western Europe.

This transaction is also expected to help Omilia extend its technology leadership position in one of the few categories of AI that is already delivering significant value to large enterprises and their customers.

The DC Advisory team, led by Chris Hieb, Chris Hastings, and Nigel Tse, was an exceptional partner and delivered an outstanding result by exploring all alternatives and managing our transaction from inception to close. We were impressed by their understanding of the customer

interaction management space and knowledge of private placement transaction dynamics. These traits, along with their patience and tireless determination to get a successful deal done for the Company, generated a fantastic outcome in helping us find a new partner that will support us in our next stage of growth and success.

Dimitris Vassos
CEO, Omilia