

**DATE**

August 10, 2023

**SECTORS**

Media & Telecom  
Technology & Software

**DEAL LOCATIONS**



**DEAL TEAM**



**Richard Madden**  
CEO



**Vivek Chadha**  
Director



**Oliver Ramskill**  
Vice President

**UN SDG ACTIVITY**



**17** PARTNERSHIPS  
FOR THE GOALS



# DC Advisory advises on Vitruvian Partners' OAG transaction



# OAG®

## Background

- Acquired by Vitruvian Partners (Vitruvian) in 2017, OAG is a leading data platform for the global travel industry, powering the growth of the air travel ecosystem since 1929. OAG intelligence and analytics supports travel technology players, airlines, airports, aviation service providers, government agencies and financial institutions
- Headquartered in the UK, OAG has operations in the USA, Singapore, Japan, China, and Lithuania
- Vitruvian is an independent growth capital and buyout firm with a focus on supporting innovative companies in the technology, financial services, healthcare, and business and consumer services industries

## Process

- DC Advisory's deal team, led by Richard Madden and Vivek Chadha, was appointed by the OAG Board of Directors to explore strategic options for the company
- DC Advisory's Capital Advisory Group, led by Edward Godfrey, provided additional support and co-ordinated a lender process to explore a range of debt financing options

## Outcome

- In July 2023, Vitruvian announced new investment in OAG
- As part of the new investment, OAG acquired Infare, the leading provider of competitor air travel data, from Ventiga Capital. The combined entity is valued at over \$500 M
- Through this acquisition, there is a significant opportunity for OAG and Infare to better serve airline partners and the wider travel ecosystem with high-quality data and innovative solutions
- This transaction underpins DC Advisory's long-standing expertise in the global data and info services sector