

**DATE**

September 01, 2015

**SECTORS**

Business & Tech-Enabled  
Services

Consumer, Leisure & Retail

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**

# DC Advisory advised York Mailing Group on its sale to Pricoa



York Mailing is the UK's largest supplier of print material to the retail sector and one of the first Northern-based businesses backed by Business Growth Fund ("BGF").

York Mailing acquired The Lettershop Group in August 2013 adding technologically advanced printing capabilities to the Group. This was followed by the acquisition of Go Direct Marketing in September 2014, bringing a new data-driven analytics division.

The new investment has been led by current CFO Stephen Goodman and financially backed by Pricoa Capital Group.

This deal represents BGF's first exit and return on capital since it began investing in 2011 and the third time DC Advisory has advised York Mailing since 2013.

We are delighted with the outcome which is the culmination of many years hard work growing the business organically and through acquisition. DC Advisory have worked alongside us over the last three years and I would like to thank them for their advice, hard work and determination over this time.

Chris Ingram  
Chairman of York Mailing

We started advising Chris and Mike prior to the investment by BGF. Since then, the business has gone from strength to strength and we are very proud to have worked alongside the business during that time. I'm sure the business will continue to prosper and look forward to

| continuing our relationship.

Richard Pulford  
Managing Director at DC Advisory