

DATE

March 06, 2025

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

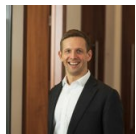
DEAL LOCATIONS



DEAL TEAM



Alexander Luycx
Managing Director



Andrew Strudwick
Managing Director



Mark Ward
Director



Radu Ilici
Vice President

UN SDG ACTIVITY



DC Advisory advises Exponent Private Equity on its acquisition of Hippo Digital



Background

- Founded in 2016, Hippo Digital (Hippo) is a digital transformation provider of user-centric design solutions primarily to the UK public sector with key clients including NHS England, the Department for Education and the Ministry of Justice
- Exponent Private Equity (Exponent) is a private equity firm, headquartered in the UK with over £2.9bn in funds raised, and a focus on supporting companies across Europe

Process

- DC Advisory acted as exclusive financial advisor to Exponent to provide M&A advisory services for its potential acquisition of Hippo
- DC Advisory leveraged its experience in the Tech Services and Digital Transformation sectors to provide Exponent with due diligence and modelling support, valuation support, exit options analysis, and strategic advice

Outcome

- In March 2025, Exponent announced that it has entered into an agreement to invest in Hippo. The closing of the transaction is subject to customary closing conditions
- Exponent's acquisition will enable Hippo to continue to scale its operations and strengthen its engineering, data and artificial intelligence capabilities
- This transaction builds upon DC Advisory's strong credentials in the Tech Services and Digital Transformation sectors

“It has been a pleasure to work with Mark, Radu and the wider DC Advisory team on this. Their strategic advice, sector knowledge, technical input and tireless commitment have been instrumental in our successful execution of this transaction. We would like to thank them for their efforts and look forward to working with them again soon.”

Barbara Rauber
Director, Exponent Private Equity

“We are delighted to have advised Exponent on their investment in Hippo. Hippo is a fantastic business and a market leader in public sector-focussed digital transformation. We look forward to seeing the business go from strength to strength throughout its next chapter of growth under Exponent’s stewardship.”

Mark Ward
Director, DC Advisory

Disclaimer

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For important information regarding testimonials, please see our [disclaimer](#).