

**DATE**

May 01, 2013

**SECTORS**

Business & Tech-Enabled  
Services

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Richard Pulford**  
Managing Director

# DC Advisory advised JZ International and Freedom Finance on the sale of Freedom Finance to H.I.G Capital



Freedom Finance Nordic (“FFN”) is the leading Nordic consumer loan broker with operations across Sweden, Norway and Finland.

FFN specialises in the marketing, processing and distribution of unsecured consumer loans, thereby providing a highly cost effective intermediary service to the benefit of both borrowers and lenders.

DC Advisory and Danske Bank conducted a focused sale process which attracted significant investor interest.

H.I.G. Europe, the European arm of global private equity firm H.I.G. Capital, acquired Freedom Finance Nordic in May 2013.

H.I.G. Europe brings a wealth of experience from the UK consumer finance market and is well placed to support the Company’s rapid growth trajectory.

Products will include a full online price comparison service covering multiple products, from personal loans and insurance to utilities.