

**DATE**

December 01, 2013

**SECTORS**

Education

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Richard Madden**  
CEO

# DC Advisory advised Palamon Capital Partners on the sale of Cambridge Education Group to Bridgepoint



Cambridge Education Group (“CEG”) is a leading education pathway provider uniquely positioned to benefit from growing global demand for Western education.

CEG works with partner universities and its own colleges to prepare international students for progression into prestigious post-secondary academic institutions in the UK, US and Europe.

DC Advisory (“DC”) was engaged by CEG in June 2013 to advise on the sale of the business.

DC approached a limited number of strategic and financial buyers as part of a narrow, competitive process.

Bridgepoint, an international private equity group investing in market-leading businesses, acquired Cambridge Education Group in a transaction with an enterprise value of £185m.

The transaction represents an outstanding return of 14.6x on the investment and a 58% IRR made by Palamon Capital Partners since 2007.

DC Advisory’s support and management of this transaction was absolutely critical in achieving an extraordinary outcome for the investors. The DC team delivered on every promise made at the pitch stage and conducted themselves with integrity and the highest degree of professionalism throughout the process. The trust and rapport that the DC team established with Palamon and the management team also contributed to making this six month project an enjoyable journey from

a personal perspective. I look forward to working with them again in the future.

Dan Mytnik  
Partner at Palamon Capital Partners

We are delighted with the result achieved under the process management of DC Advisory and also by their deeply analytical attention to detail over the course of the transaction. The team was able to present Management with all available options and competently advise on which course to take. Throughout I have felt completely confident that we have been in very capable and highly professional hands.

Fergus Brownlee  
CEO of Cambridge Education Group

Every now and then you get a great business in a great market with a great management team. This was one of those occasions and we are delighted to have helped to deliver a fantastic result for the shareholders.

Richard Madden  
UK CEO of DC Advisory