

**DATE**

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**SECTORS**

Media & Telecom

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Scott Wieler**  
CEO

# DC Advisory advised HSM (WOBI) on its sale to LIV Capital



LIV Capital, the Mexico City-based growth equity and venture capital investor, announced today that it has acquired a controlling interest in WOBI, a leading management content production and distribution firm. LIV Capital is partnering with a highly experienced senior management team led by Gustavo Barcia to help drive the Company's growth throughout Latin America and abroad.

WOBI creates and delivers inspirational management content to executives and leaders across the world. Through a series of complementary formats, including keynote-driven conferences, a 24-hour cable channel, a dynamic digital presence, and a print magazine, the Company engages a global audience increasingly hungry for unique and motivational management content.

Gustavo Barcia, CEO of WOBI, commented: "LIV Capital is the ideal partner to help us consolidate our market-leading position in Latin America and expand our presence in high-growth markets internationally. They have a 15-year history of partnering with entrepreneurs to accelerate growth and I am excited to join forces with them as WOBI embarks on this new chapter in its history."

*About LIV Capital.* LIV Capital is a fund manager focused on growth equity and venture capital investments in Mexico. Since 2000, LIV Capital has partnered with visionary entrepreneurs to build and scale high-growth businesses. Formerly known as Latin Idea Ventures, the firm recently rebranded to LIV Capital to reflect its evolution from an idea-stage incubator to a multi-fund platform focused on expansion stage and early stage investments.