

DATE

December 18, 2015

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Richard Madden
CEO

DC Advisory advised The Exchange Lab on its sale to GroupM Worldwide



The Exchange Lab is a leading programmatic marketing company that delivers digital advertising campaigns across display, video, social media and mobile channels, evaluating a billion audience interactions daily.

DC Advisory ("DC"), led by Nathaniel Cooper, was engaged by the company and its shareholders to advise on both the strategic direction of the company as well as on potential M&A.

A bespoke process was designed to build awareness of The Exchange Lab among a select group of potential trade partners that had significant potential to leverage The Exchange Lab's business and technology.

DC's bespoke process and positioning resulted in strong interest from a diverse group of strategic players across Europe, the US and Asia.

WPP's GroupM put forward a compelling offer and agreed to acquire The Exchange Lab.

The transaction completed on 18 December 2015.

It was an absolute pleasure working with DC Advisory who were critical to us both achieving a fantastic result for the shareholders and matching us with the perfect partner to take The Exchange Lab to the next level. Their input was invaluable and wide ranging, combining unusually good sector insight (for bankers!) with very thoughtful process design and execution. You only ever sell your company once, so having the right partner to advise you is crucial. DC Advisory proved invaluable for us achieving this result.

Chris Dobson
CEO, The Exchange Lab

The Exchange Lab board decided to work with DC Advisory when strategic interest in the business started to build. Throughout the negotiations with WPP Nathaniel and Richard provided robust, pragmatic and commercial guidance to The Exchange Lab and all the shareholders, using their skill and experience to help deliver a successful outcome for us all.

Chris Hodges
Investor at BGF