

**DATE**

September 11, 2024

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Eric Edmondson**  
Vice Chairman



**Richard Darlington**  
Managing Director



**Yousif Hanna**  
Vice President

# DC Advisory advises MirrorWeb, a portfolio company of Maven Capital Partners, on its sale to Mainsail Partners



## Background

- Founded in 2016 and headquartered in Manchester, MirrorWeb, a portfolio company of Maven Capital Partners (Maven), provides unified communications supervision software for leading financial services firms, governments, and other regulated industries across the globe
- Its Insight platform enables firms to capture, archive, and monitor communications across channels, including websites, mobile, email, instant messaging, and social media
- The platform ensures digital communication regulations are met and that firms remain both compliant and audit-ready

## Process

- DC Advisory was engaged by MirrorWeb and Maven to act as the exclusive financial advisor on the sale of MirrorWeb
- DC Advisory ran a tailored competitive process, leveraging its sector expertise and cross-border capabilities to identify and engage a competitive bidder group capable of supporting MirrorWeb's ambitious growth plans
- DC Advisory provided comprehensive M&A and primary capital raising services, including an introduction of the company to transatlantic bidders, process strategy and tactics, sector insight, cross-border process knowledge, and close support in

and sector, sector insight, cross border process knowledge, and cross expertise in negotiation and transaction documentation

### Outcome

- Mainsail acquired MirrorWeb in September 2024, announcing a \$63 million growth equity investment
- With Mainsail's resources and significant experience supporting software businesses on their growth journeys, the business will continue to build on its momentum and seek to further accelerate product innovation and customer success, strengthening its footprint and presence in the US market and globally
- DC Advisory's sector experience and cross-border capabilities supported Maven in generating a 4.0x return on cost for the Maven VCTs including the value of a retained minority holding in the business and a 5.1x return on cost for NPIF Equity Finance
- Having recently advised on transactions involving Napier, ISMS, and Bulletproof, this transaction further demonstrates DC Advisory's significant expertise in GRC

“Richard, Eric, Yousif and the DCA team were indispensable during the sale process of MirrorWeb. They led a transatlantic process with colleagues in the UK and the US which allowed us to optimise the process in terms of both value and deliverability. Their insight and strategic guidance was vital throughout the process to help retain competitive tension for as long as possible. Their deep market knowledge and adept handling of complex negotiations ensured we were well-positioned for success. I highly recommend them to any organization seeking expert guidance.”

Jeremy Thompson, Partner, Maven Capital Partners

"From the first meeting we knew that the DC Advisory team understood our business, they had the knowledge of our sector and the experience we needed to ensure that we achieved the outcome we wanted. Richard, Yousif and the whole DC Advisory team have been great to work with and we felt confident from the outset that DC Advisory would be in our corner when the going got tough. We are very pleased with the outcome and now look forward to the next phase of growth as we continue to

scale MirrorWeb."

David Clee, CEO, MirrorWeb

"We are delighted to have advised Mirrorweb on this transformational transaction. Mirrorweb's culture of excellence nurtured by David and Phil has developed a truly differentiated software solution that enables some of the world's largest financial institutions to operate compliantly. The transaction represents a phenomenal return for Maven, who will reinvest, whilst the new partnership with Mainsail will further accelerate Mirrorweb's already extraordinary growth into the US. We wish the team every success and look forward to supporting them in the future."

Richard Darlington, Managing Director DC Advisory