

DATE

August 15, 2025

SECTORS

Media & Telecom

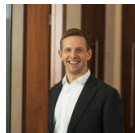
DEAL TYPE

M&A Advisory

DEAL LOCATIONS



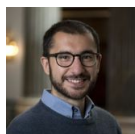
DEAL TEAM



Andrew Strudwick
Managing Director



Alexander Luycx
Managing Director



Yousif Hanna
Director

DC Advisory advises Mobeus Equity Partners on its investment in Big Potato Games



Background

- Founded in 2014, Big Potato Games is a leading creator, licensor, designer and distributor of party games and family games
- Big Potato has developed a rich portfolio of IP, launching multiple games including The Chameleon, Herd Mentality and Chicken vs. Hotdog retailing both online and through physical stores
- Big Potato became a certified B-Corp in 2024 and employs over 60 people in its London office, with a growing international presence in both the United States and Germany
- Mobeus Equity Partners is a leading equity investor in UK-based SMEs

Process

- DC Advisory was appointed by Mobeus as exclusive financial advisor to provide buy-side M&A advisory services to support its investment in Big Potato
- The DC Advisory team, led by Yousif Hanna, assisted Mobeus with a detailed assessment of the business plan, valuation support and exit option analysis, as well as offering wider sector insights to achieve a successful outcome

Outcome

- In August 2025, Mobeus Equity Partners announced a significant investment in Big

Potato Games.

- With Mobeus' support, Big Potato will:
 - increase R&D to accelerate the launch of new titles
 - continue to expand its international footprint
 - invest in digital products that drive real-life connections
- This transaction reinforces DC Advisory's position as a leading buy-side advisor to private equity firms

“We would like to thank Yousif and the wider DC Advisory team for their help in completing this transaction. Their unique insights into the space and broader guidance on strategy was critical in bringing the investment to a successful close. I'd highly recommend them to anyone looking for advice and look forward to working with them again.”

Dominic Draysey, Investment Director, Mobeus Equity Partners

“It was a pleasure working with Dominic and the broader Mobeus team. Big Potato Games holds a unique position in an attractive market and we look forward to seeing it go from strength to strength with Mobeus on board.”

Yousif Hanna, Director, DC Advisory

“We are delighted to have once again advised Mobeus to help them invest in a fast-growing UK-based company. Big Potato Games has an impressive track record and we look forward to following their continued success alongside Mobeus.”

— Andrew Strudwick, Managing Director, DC Advisory

Disclaimer

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