

DATE

October 01, 2013

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Richard Madden
CEO

DC Advisory advised On The Beach and ISIS Equity Partners on the sale of On The Beach to Inflexion Private Equity



On The Beach Travel Limited ("On The Beach") is the UK's leading online retailer of beach holidays, serving 40 million visitors and 900,000 customers.

DC Advisory was engaged to advise on the sale of On The Beach well before the launch of the formal sale process, having worked with the business since the majority investment by ISIS Equity Partners in 2007.

DC Advisory's market leading travel advisory team identified and approached a number of potential international strategic and financial buyers ahead of the sale process, whilst simultaneously organising a staple debt package.

On The Beach was sold to Inflexion Private Equity in October 2013 for £73m.

The competitive tension of the process led to a return of 3x for ISIS Equity Partners.

The acquisition of On The Beach allows the management team, led by the founder Simon Cooper, to focus on expansion into overseas markets whilst continuing to grow in the core UK market.

We are delighted with the sale of the business to our new partners, Inflexion Private Equity. We have worked with DC Advisory for many years now, and they continue to provide us with high quality advice, based on their extensive experience in the travel sector. Their understanding of our business has been very important in achieving a

fantastic outcome for all of the On The Beach shareholders and we look forward to working with them in the future.

Simon Cooper
Chief Executive and Founder of On The Beach

We are very pleased with the sale of On The Beach and with the advice that DC Advisory has provided to the shareholders. They played a key role in the process and their strategic advice throughout was excellent. Their understanding of the business and its position in the market, played a crucial part in achieving this successful outcome.

Adam Holloway
Partner at ISIS Equity Partners

On The Beach has developed significantly under ISIS ownership, with IT development being brought in-house, the creation of a truly differentiated customer focused proposition and exceptional growth. The business has a fantastic management team in place and I look forward to working with them going forward as they further develop the business both in the UK and internationally.

Henry Wells
Managing Director at DC Advisory