

DATE

July 08, 2021

SECTORS

Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Yousif Hanna
Vice President

UN SDG ACTIVITY



DC Advisory advised Texthelp on its acquisition of Wizkids



Background

- Texthelp is the leading global provider of literacy and numeracy assistive technologies to the education and corporate sectors
- Headquartered in Belfast, UK, Texthelp has additional offices across the UK, US, Australia and Norway
- Texthelp's portfolio of SaaS solutions is designed to support students and employees with reading, writing, and numeracy, as well as productivity challenges, including those with dyslexia or working in their second language
- DC Advisory (DC) advised LDC on the sale of Texthelp to Five Arrows in December 2020
- This investment supported the company and capitalised on the powerful structural growth trends in the global assistive technology and remote working markets, in both the education and corporate sectors
- The acquisition of Wizkids further strengthens Texthelp's foothold in the market and marks its second acquisition since Five Arrows' investment, following the acquisition of Lingit earlier in 2021

Process

- DC was engaged by Texthelp in May 2021 to provide M&A and strategic advice in relation to the acquisition of Wizkids
- DC coordinated the due diligence and deal process between the client, owners, counterparty and due diligence providers
- DC also worked closely with Texthelp's management team to build a detailed business plan for the combined group

Outcome

- Texthelp announced its acquisition of Wizkids on 8 July 2021
- Wizkids' product set is highly complementary and the acquisition further increases Texthelp's geographic reach and user base
- Detailed terms of the transaction were not disclosed

“It was great to work with DC Advisory again on this transaction. Seb has a strong and supportive team who ran a smooth process. Their understanding of our business and our sector made them an ideal partner for our second acquisition. We are very pleased with the outcome. Wizkids is a complimentary business for us and expands our presence in the Nordics.”

Martin McKay
CEO, Texthelp

“Working with a repeat client is always a great joy. We are proud to have supported Martin and the Texthelp team in their latest transaction – after advising them on their transaction with Five Arrows last year. We are delighted with yet another successful transaction to continue the very strong momentum of our Tech & Software, and Education franchises.”

Sebastian Daumueller
Managing Director, DC Advisory