


Browne Jacobson advise Management on One Equity Partners' significant investment into digital media group MSQ

 13 June 2023

Browne Jacobson's private equity lawyers have advised the Management team of next generation creative and technology group, MSQ Partners (MSQ) on its exit to leading international private equity firm One Equity Partners (OEP).

The deal which will support MSQ in its international growth ambitions in the USA and Europe, will see MSQ's senior management and LDC reinvest as minority partners alongside OEP.

The Browne Jacobson corporate finance team have advised on in excess of 50 tech sector deals in the last 12 months in addition to supporting MSQ on its recent acquisition of Miri Growth. The team has now advised MSQ and Management on three private equity deals.

B Corp certified MSQ employs over 1,200 people across 13 global offices. The company combines the best tech and creative capabilities into one multi-disciplinary offer to deliver across the full range of a client's C-suite priorities or through engaging specialist standalone services via its 11 agencies. Its agency portfolio includes Brave Spark, Elmwood, Freemavens, MMT, Smarts, MBastack, Miri Growth, Stein IAS, The Gate, Walk-In Media and 26. Clients include Unilever, Vodafone, The AA, Vitality, Coca-Cola and Zalando.

The deal was led by private equity **partner Gareth Davies** alongside **head of private equity Gavin Cummings** and **senior associates, Matt Dorman and Sian Rose** and **associate David Burdon**.

Partner Gareth Davies said of the transaction: "We are very pleased to have supported MSQ Management again on this key transaction alongside OEP, this deal is a great example of our private equity management advisory credentials.

"MSQ is one of the world's fastest growing marketing groups, having more than doubled their revenues in just four years which is down to a robust business model, a strong leadership team and a number of fantastic strategic deals. They have clear ambitions to develop their capabilities and expand their international footprint, which will be supported by a number of possible acquisitions, and we are excited to see how that develops."

Partner Anthony Nagle who heads up the UK & Ireland firm's tech sector added: "MSQ are a key global player in the digital media business sector, that have a data focused, tech-enabled offering in place to support clients with unique end-to-end solutions, reflecting our own end-to-end tech offering so it is great that the team have been able to assist them with this move."

Peter Reid, CEO of MSQ, said: "The structure of the deal and the players involved will give us access to greater resources to extend our global offering, invest in talent, technology and services and position ourselves as the leading next generation partner for the world's leading and most ambitious brands through the continued successful integration of insight, data, technology and creative.

"We are really excited about the future ahead with One Equity Partners and are equally pleased that LDC is set to continue with us on this next stage of our journey."

Key contact



Henrietta Scott
Head of Marketing

PRTeam@brownejacobson.com
+44 (0)330 045 2299

Related expertise

Services

Corporate Digital and data Private equity services