

Browne Jacobson advises on LDC's MBO of MSQ Partners

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Browne Jacobson private equity partner [Gareth Davies](#) (alongside [Gavin Cummings](#) and associates [Sam Sharp](#) and [Sian Harrison](#)) provided legal advice to NVM and MSQ's management whilst Simon Nicholls and Ravi Ghedia of GP Bullhound provided corporate finance advice. Grant Thornton (Dan Hartland) provided tax advice to management.

The deal will see LDC's John Clarke and Jonathan Bell join the Board of MSQ as Non-Executive Directors.

MSQ Partners was established in 2011 and specialises in advertising, public relations, design, brand strategy, direct and digital marketing and research across its six creative agencies including The Gate, Smarts, Stack, twentysix, Holmes & Marchant and Stein IAS.

Operating from offices in 12 global cities, the Group's major blue chip clients include many of the world's leading brands including BP, Diageo, KPMG, Kraft, Procter & Gamble, RBS, Unilever Vodafone and Volvo.

Peter Reid, CEO and Co-Founder of MSQ Partners, said:

"Our team has worked incredibly hard over the past four years within their agencies and collectively to strengthen the range and depth of our individual capabilities and to refine our offer to clients. We maintain a laser-like focus on quality and creativity and it is only with our employees' and clients' on-going support, and that of the team at NVM, that we have been able to deliver double digit annual growth over the period."

"Our new partnership with LDC will enable us to embark on the next phase of our growth journey, giving us the resources to further invest in our individual agency's capabilities and accelerate the roll-out of our multi-disciplinary model internationally, whilst retaining the employee-ownership ethos that has been key to our success. The team at LDC understands our vision, and with their financial firepower and strategic support they are the perfect partner to help us reach our long-term growth objectives."

"The Browne Jacobson team's around-the-clock specialist and commercial counsel and advice was invaluable in getting this deal over the line."

David Rolfe, Investment Partner at NVM, said:

"It has been a pleasure working with the MSQ management team and all the individual agencies over the last 5 years. The group has developed significantly and been repositioned during this time so it is perfectly placed to continue that journey. I wish Pete and the team all the best."

Gareth Davies of Browne Jacobson added:

"It has been a pleasure working with NVM and the MSQ Management team and over 50 other shareholders across 3 continents to deliver this deal – which showcased our market leading PE practice in action executing a highly complex transaction."

"With LDC's investment, a first rate management team, full-service marketing communications offering and international footprint, MSQ is perfectly positioned to take advantage of the growth in the global digital marketing sector."

Contact

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