

# Browne Jacobson advise Apiary Capital on acquisition of global media adviser MediaSense Communications Limited

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Mediasense was set up in 2009 by Andy Pearch and Graham Brown and is considered one of the UK's leading technology providers of media advisory and auditing services. The business has a strong reputation for providing innovative media analysis and auditing to some of the world's leading brands and organisations. It currently manages over \$15 billion worth of media expenditure on behalf of its clients.

Apiary Capital is a UK private equity firm investing in the education, healthcare, financial, business and technology services sectors. The firm seeks to acquire platform companies in attractive markets and supports management teams to accelerate growth.

The investment by Apiary will support the further expansion plans of MediaSense into the Asian and US markets and will allow them to further bolster their services and capabilities to new and existing clients.

The Browne Jacobson team comprised Nottingham based corporate finance partner [Gavin Cummings](#), senior associate [Sandra Wong](#) and associate [Matt Bolton](#) and Manchester based senior associate [Ryan Brown](#).

**Dan Adler**, Partner at Apiary Capital commented:

*"We are delighted to be supporting Graham and Andy's ambitious growth plans. MediaSense has developed a range of advisory services that are highly relevant to its client base as digitalisation and the need for insight become increasingly important. MediaSense is a high-quality business with clear strengths in innovation and outstanding client service, all underpinned by a strong culture. This is an excellent foundation on which to continue to build and develop the business."*

*"This is an exciting and important investment for Apiary and it was great to have the Browne Jacobson team navigating us through the complexities of this global transaction. We have worked with them on various deals in the past, so we are aware of the excellent service they deliver, and the quality of advice given on this project was no exception."*

## Contact

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