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## MARKETING SERVICES BUSINESS CONTINUES EXPANSION

Catalyst Corporate Finance, the award winning international corporate finance advisory firm, has continued its successful start to 2010 by acting as lead adviser on the development capital fund raising for Inspired Thinking Group (ITG) to acquire Total Marketing Services LLP (TMS).

Based in Birmingham, ITG provides services that help marketing departments significantly improve the efficiency of their marketing operations using the latest digital and data technologies. The business was formed in 2009 by CEO Simon Ward, following his acquisition and integration of three independent marketing services businesses. Since then Ward and his team have used their knowledge and experience of the sector to gain some significant client accounts including Marks & Spencer, Punch Taverns and KFC.

Catalyst started working with the management team of ITG when they were formulating their plans to develop a focused retail support services business both through acquisition and organic growth.

“Our initial brief was to identify potential acquisition targets in defined markets and understand how they would contribute to the overall strategy. Throughout this initial period we met with at least 10 potential businesses that could have been suitable acquisition opportunities”, explained Richard Sanders, partner at Catalyst, who led the deal.

Ultimately TMS stood out as the preferred target for acquisition. The business had developed an online software proposition for the retail market and had successfully launched the product to a number of well known retailers. Catalyst then worked with the owners of TMS to formulate a deal structure that satisfied their expectations and was acceptable to ITG and their potential funders.

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local knowledge...

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Having agreed the deal we then set about securing the finance for the transaction and introducing the company to a limited number of funders with experience in this sector. The final outcome of this was to proceed with ISIS Equity Partners who had proven experience in both business services and the IT sector and were keen to support the business with its future growth plans”, continued Sanders.

The TMS owners are now key members of the senior team and working in conjunction with the ITG team to build on the successful start to the combined business.

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