


Browne Jacobson's North West dealmakers advise the management team on the acquisition of Edit by The Salocin Group and NVM Private Equity

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Browne Jacobson's Manchester corporate team have advised the management team of Edit Agency and Nick Dixon on their investment in The Salocin Group as part of the acquisition of customer data specialist business, Edit. The transaction was backed by private equity firm, NVM Private Equity (NVM) who invested £14.8m into the business.

Edit, which was formerly part of Kin + Carta, provides marketing data solutions, customer acquisition and retention campaigns for some of the world's leading brands including Jaguar, Land Rover, Shell, Tesco Bank and The British Heart Foundation. The company is made up of over 120 data scientists, engineers and technology experts who advise a host of blue-chip businesses that cut across automotive, retail, financial services and not for profit sectors.

The Salocin Group is a data powered marketing services group led by marketing and customer communications specialist and entrepreneur Nick Dixon. Nick will become Executive Chairman and CEO of The Salocin Group.

The deal is the first in a planned series of acquisitions by The Salocin Group to facilitate the building of a data powered marketing services group, focused on marketing technology, CRM, analytics, content development, and media optimisation.

The Browne Jacobson team was led by senior associate, Ryan Brown and corporate partner Peter Allen, with support from associate, Bethany Pickup. Partner Ian Deakin advised on the employment aspects of the transaction.

Nick Dixon, Executive Chairman and CEO of The Salocin Group said: "I have kept tabs on Edit from afar for several years, their clear strategic focus on maximising the value of 1st-party data, and their innovative award-winning campaigns for a wide selection of blue-chip clients covering different sectors, for both b2c and b2b data powered connected customer experience, demonstrates their class-leading credentials. I look forward to contributing to the next phase of their growth.

"I would also like to thank the Browne Jacobson team for their work on this deal. I have worked with Browne Jacobson for a number of years and have always been impressed by their highly efficient, professional and friendly service. It was great to have them by our side."

Ryan added:

"It was a pleasure to work with the Edit and Salocin teams on this strategic investment. Edit will be a strong addition and a great fit to The Salocin Group portfolio and this transaction presents both businesses with a great opportunity.

"Edit has some impressive credentials and a prominent reputation for leading innovative and memorable industry campaigns. With Salocin and NVM's backing and such a strong management team, it will be exciting to see what they can achieve."

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