

# Browne Jacobson dealmakers advise LDC on significant investment in global advertising partner

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Browne Jacobson have successfully advised leading mid-market private equity firm LDC on its investment into global programmatic advertising company, Blis. The transaction will support Blis' international growth strategy.

Established in 2004, London headquartered Blis is an audience first advertising planning and buying platform that specialises in building customer audiences based on accurate consented data location. The award-winning international business employs 240 people throughout its 40 offices that span across five continents. Its customer portfolio is made of a broad range of customer driven companies including Samsung, McDonalds, HSBC, Mercedes Benz and Peugeot amongst others.

With LDC's backing, the business will now push on with its long-term growth plans which includes new product development, broadening its service line and expanding its specialist team across Europe, the USA and Asia-Pacific.

The management team at Blis will remain the same and comprises, amongst others, CEO Greg Isbister and CFO Parm Dhani.

The Browne Jacobson corporate team advising LDC cuts across the firm's various sectors and service lines from its Nottingham, Birmingham and Manchester. The team was led by partners, Gavin Cummings, Gareth Davies and Sandra Wong supported by Matt Bolton, Jack Milnthorpe, Sian Rose, Lauren Webb, Loren Hodgetts, Gavin Gill and Abigail Stokes. Partner Graham Ball led on debt finance part of the transaction supported by senior associate Chereta Edmeade. Beth Dowson led on the tax advice.

LDC has over 40 years' experience of supporting management teams of fast-growing technology and media companies to expand their international footprint.

John Green, Investment Director in LDC's East Midlands team who led on the transaction said:

"The Blis team has created a compelling marketing proposition that really works in today's privacy-first world. They came to us with a successful track record and a plan to further expand the business across major international markets. We're excited to play a part in the next stage of their growth journey."

Browne Jacobson partner and head of private equity Gavin Cummings added:

"Blis is a real powerhouse in the personalised and high performing digital advertising space and has vastly grown its reputation as a truly innovative advertising partner in recent years. With LDC's investment and expertise, the business will be able to expand its already stellar profile into a wider international market."

Browne Jacobson's national corporate finance practice operates from nationally from our offices in Birmingham, London, Manchester, and Nottingham. It is supported by over 30 corporate and banking and finance expert lawyers delivering complex layered corporate and banking transactions. The team advises domestic and international companies from fast growing start-ups to blue chip corporations on all stages of the business life cycle from capital and finance raising, through to mergers and acquisitions, and ultimately to succession or exit planning with particular expertise in the private equity market.



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