

Browne Jacobson advises IT solutions specialist on sale to Goldman Sachs-backed international digital transformation provider

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UK & Ireland law firm Browne Jacobson has advised the shareholders of CCS Media on its sale to Advania UK.

The acquisition will enable Advania UK's combined nine thousand customers to transform core business processes, optimise spend and secure operations through a single service provider.

CCS Media is a technology and solution specialist with over 41 years of experience delivering first-class IT solutions and services to organisations of every kind across the UK and beyond. A network of 11 offices and one warehouse and logistics configuration centres, secures unrivalled nationwide scale for supply and service.

Advania UK, part of The Advania Group - a portfolio company of Goldman Sachs Alternatives - is a leading cloud services and digital transformation partner and full-service managed service provider. It has a significant partnership with Microsoft holding all six solution provider designations and supports Enterprise, Mid-Market, SMB and Public Sector customers. The Advania Group has over 4,500 employees, across Sweden, Norway, Iceland, Finland, Denmark, South Africa and the UK.

The Browne Jacobson team was led by partner Sandra Wong, and included partner Kirk Glenn, senior associates Sian Rose and Craig Thomas, and associates David Burdon and Lydia Mills. Partner Lee Ashwood led on employment law matters with partner Matthew Woodford advising on NSIA/FDI and antitrust matters.

Sandra Wong, Partner at Browne Jacobson, said: *"This landmark acquisition represents a significant milestone for both CCS Media and Advania UK. The breadth and depth of our M&A team alongside our expertise in the technology sector positioned us perfectly to facilitate this strategic transaction. The deal exemplifies the strength of our cross-border M&A practice, reflecting the firm's expanding global footprint. As our corporate team continues to grow, we remain committed to supporting transformative cross-border ventures of this calibre."*

Terry Betts, CEO of CCS Media, said: *"This strategic union with Advania UK marks an exciting new chapter for CCS Media, enabling us to deliver enhanced capabilities and an expanded service portfolio to our valued customer base across the United Kingdom. The exceptional guidance provided by Sandra and the Browne Jacobson team was instrumental in executing this complex international transaction. Their deep M&A expertise and strategic counsel ensured a seamless integration into The Advania Group, positioning us strongly for future growth."*

Recent international transactions which the firm has advised on include global digital transformation services provider Blueprintx's acquisition of US-based e-commerce consultancy ITG Commerce, and IT and cyber services provider Littlefish's acquisition of technology consultancy Storm Technology based in Ireland.

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