



London, 17th May 2021

QPE SUPPORTS MANAGEMENT BUYOUT OF SAGACITY SOLUTIONS

Queen's Park Equity ("QPE") is proud to announce that it has supported the management buyout of **Sagacity Solutions** ("**Sagacity**"), a leading provider of tech-enabled customer data management solutions, led by the founders of the business, Anita Dougall, Malka Townshend and Harry Dougall.

Sagacity offers three core solutions within the lifecycle of its clients' customers; reducing bad debt, improving revenue & margin and optimising customer value. Sagacity generates impressive ROI for some of the largest utility, telecoms and financial services corporates and is very well positioned to capitalise on the multi-million UK market opportunity.

QPE is investing alongside the founders to support the company's continued expansion. The QPE investment will also enable the company to accelerate the deployment and development of new and existing solutions into adjacent markets (e.g., local authorities, insurance and other subscription-based industries). There is also the opportunity for growth through carefully selected strategic acquisitions which could enhance the product offering or provide access into new end markets.

Anita Dougall, CEO of Sagacity, said: "Organisations are sitting on valuable data and we work in collaboration with them to unlock the potential. Our clients typically achieve £m's in benefits, realising over 10 times return on investment in 6-12 months, with a focus on delivering a positive customer experience. It has been an absolute pleasure working with the QPE team to execute this transaction. They understood our business very quickly and grasped the critical drivers and market potential. Our leadership team is very much looking forward to working with QPE to maximise the exciting opportunities ahead."

Kajen Mohanadas of QPE added: "Anita, Malka, Harry and the wider Sagacity team have built an impressive business, which is exemplified by its very strong positive customer feedback and financial performance. Sagacity addresses a substantial ongoing market need through its key data led offerings, underpinned by deep sector knowledge and experience, well invested technology infrastructure and target driven services. The impressive ROIs it generates for clients makes it a compelling solution for other operators within the key sectors of focus. We're delighted that the founders have chosen QPE to support Sagacity during this next stage of strong growth and have enjoyed getting to know the team and the business' DNA, which makes it unique in its market."

Sagacity is the fourth platform investment from **Queen's Park Equity Fund I**, which was oversubscribed and closed at its hard cap of £185m in December 2020. QPE is focused on providing capital and expertise to entrepreneur led businesses with an ambition to accelerate their growth.

Advisors to QPE:

Arrowpoint (buy-side and debt advisory), Wilson Partners (financial due diligence), Goodwin (legal due diligence), Vista (insurance due diligence) and The Continuum (management due diligence)

Further information can be found at www.qpequity.com and www.sagacitysolutions.co.uk

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1 Knightsbridge Green, London SW1X 7NE | +44 (0)20 7052 8386 | qpequity.com

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