

NEWS RELEASE

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Humatica advises Elysian Capital on their investment in Gravity Global

Humatica, the leading private equity specialist advisor for portfolio company organisational effectiveness, has advised Elysian Capital on its investment in Gravity Global.

Gravity Global is a digital marketing business serving a blue-chip customer base of businesses in B2B sectors and complex markets, across a range of industries including software, financial services, aerospace, industrials, pharma and automotive. The business operates from four offices in the UK, coupled with operations in Poland and Spain, as well as having links with an international network of affiliates. The business uses a range of digital marketing strategies to improve brand perception and drive customer demand – assisting its clients with their marketing and strategy as part of a broader digital transformation trend.

Humatica was engaged by Elysian Capital to provide Organisational Due Diligence advice for this transaction.

Andros Payne, Humatica Managing Partner, commented:

“We were pleased to support Elysian Capital with this exciting investment into the leading digital marketing specialist for complex B2B sales. The Elysian team astutely realised early on that people were the critical factor driving success in the business. We wish the management and Elysian great success with this fascinating company.”

Tom Falcon, Elysian Capital Partner, added:

“We have been really impressed by the Gravity team and the immense momentum in the business. Gravity has been highly focused and successful in its target markets and consistently delivers award-winning work. We are really excited to have formed this partnership with Gravity, and excited about our future together.”

The Humatica team was led by Andros Payne, Managing Partner and Manolis Datseris, Senior Manager.

NOTES FOR EDITORS

For more information on this and other transactions that Humatica have been involved with and/or if you require images, or interview opportunities, please contact:

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About Humatica

Humatica helps business leaders and private equity sponsors build organisations to deliver alpha. Working with hundreds of portfolio companies for over fifteen years, Humatica has codified the management practices and operating models that drive value creation. Our unique suite of tool-supported services, benchmarks and advanced org analytics enables accelerated implementation of the value growth plan with minimal risk.

Humatica has offices in London, Zurich and Singapore and is a member of the British Venture Capital Association (BVCA).

To learn more, visit www.humatica.com