

Technical Associates Group

Technical Associates Group acquired by Next 15 Communications

Technical Associates Group (TAG) is an integrated marketing and communications specialist, delivering strategic guidance, media relations and marketing communications to a client base that includes some of the largest brands in the global technology and engineering sectors.

The company services its clients from offices in the UK, Germany and Singapore.

TAG had established a reputation for understanding the 'engineering mind' and was recognised for its expertise in technical understanding, creativity and language/culture.

Having successfully grown the business, the shareholders recognised that it needed to transition from its entrepreneurial origins into a new phase of growth and development. In order to achieve this, they decided to seek a strategic acquirer capable of accelerating TAG's growth trajectory.

In order to inform themselves of how to prepare the business for sale and what the sale process would entail, the directors enrolled for an EvolutionCBS Masterclass.

The Directors then met with the team to discuss their future plans and instructed EvolutionCBS to conduct the sale of the group.

STATS

79

Companies profiled and contacted

31

Information Memoranda requested

7

Potential Investor meetings

3

Offers

Technical Associates Group

Following a detailed Discovery Meeting, which provided the EvolutionCBS team with a detailed understanding of Technical Associates Group, we began preparing the marketing documents and researching the tightly profiled list of potential buyers.

The Information Memorandum, which provides the key information buyers need to evaluate a potential acquisition in the early stages, highlighted the strengths of TAG, and why it represented such an exceptional opportunity, including:

- Highly profitable and cash generative
- At the forefront of technical content marketing
- Consistent high levels of customer loyalty with 90% repeat custom
- Established brand identity and a strong reputation as thought leaders in a niche, expanding market
- Genuine expansion potential and scalability
- Access to global client base and reach

When the business was presented to the market it attracted a significant amount of interest with more than 30 parties expressing serious interest. This resulted in a total of 7 meaningful meetings and ultimately 3 companies making offers, all of which were in the right range.

EvolutionCBS had been in contact with the eventual buyer, Next Fifteen Communications Group plc, who met with TAG. However, whilst they were very interested, they were in the final stages of another acquisition and couldn't proceed at that time (Oct 2016).

Fortunately, Technical Associates Group were willing to postpone, and Next15 announced the acquisition of TAG in July 2017.

Next15 are a respected communications group that has continually built a portfolio of businesses in order to cater to the differing needs of various market sectors internationally.

Together, Next15 and TAG plan to expand the geographical reach and expertise they offer to clients, bringing significant and valuable digital marketing skills and experience to the industrial engineering sector globally.

"Sylvia and the team were uniquely positioned on the cusp of the 'IoT Revolution' ('Internet of Things') with a deep understanding of both the technical aspects of their clients' sectors and business – and the potential implications of what the IoT was likely to demand of them as the proliferation of remote connectivity continued to accelerate. Sylvia and her highly technical team really "got it" in terms of what all that meant and this put in a commanding position to help lead their clients into that brave new world. I'm delighted they've found a new home in the hands of Next15, who I'm sure will enable them to move from strength to strength in their new digitally connected world."

Steve Barry, Client Director, EvolutionCBS
