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## EvolutionCBS completes the sale of Teaching Art

EvolutionCBS is pleased to announce the sale of its client, Teaching Art Ltd, to PHD Capital.

Teaching Art is a leading supplier of arts materials which but is best known as the company behind the SAA, formerly the Society of All Artists, which with over 43,000 members is believed to be the world's largest art community.

Established 25 years ago, the SAA runs its own exhibitions, awards and events. Members range from amateurs and art clubs to professionals and art teachers, and receive a whole range of benefits including the magazine 'Paint'.

Teaching Art also sells art and craft materials to the public through its Artfolk and SAA websites and supplies leading retailers including Hobbycraft and Ryman via its trade company Artcoe. It is one of a limited number of UK businesses to be accepted as an Amazon Prime supplier. The company has its own TV studio in Newark where it produces material for its digital channels, and 'live' streaming.

EvolutionCBS Client Director Steve Barry led the deal which saw PHD invest £4million in Teaching Art to fund its expansion.

Andy Dodd and Craig Richardson led the deal for PHD Equity Partners. Craig Richardson added: "We see huge potential to increase engagement with SAA members, develop new products and services and expand sales in Europe and beyond. We look forward to working with the management team as the company enters this exciting new stage in its growth."

Steve Barry, Client Director for EvolutionCBS who led the deal, commented: "Teaching Art has a unique business model and a robust infrastructure. Its use of new technology to deliver content will help to future-proof the SAA membership through the generations. "

### About EvolutionCBS

EvolutionCBS helps private business owners maximise the exit value of their companies. Working with shareholders and investors we advise on all aspects of selling a business, growth to exit strategies and business acquisitions.

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