

# PRESS RELEASE



## EvolutionCBS announces the sale of Sterling Travel Management to Global Travel Solutions

**STERLING**  
TRAVEL MANAGEMENT

Acquired by

Global Travel  
Solutions



*"We were delighted with the way process worked and with the way Mike and his team took us forward to the final successful result. A big "Thank you" to you all for getting us through this."*

**Nigel Neame, Sterling Travel**

**In a deal led by Reading based M&A Advisors EvolutionCBS, Sterling Travel Management, an established independent business travel management company, has been acquired by Global Travel Solutions, a Deehurst/Traveleads Limited business.**

Sterling Travel Management (the trading name of NGP Marketing Ltd) is a long-established, leading-edge Travel Management Company that provides a full portfolio of bespoke business travel management and expense services.

Deehurst/Traveleads Limited are a family business that have been active in the travel sector since 1971. It was clear that the culture and professionalism demonstrated by Sterling was a great fit with their business and they intend to grow the Sterling brand significantly by expanding the company's proposition.

EvolutionCBS Client Director, Mike Whittle, led the deal and commented: *"The EvolutionCBS team work hard to help our clients find the right acquirer and the right deal - this is essential to a successful campaign. I feel privileged to have played a role in bringing these two businesses together – I see a great future for them and wish the excellent team at Traveleads all the very best. I would also like to thank my clients, Nigel and Geraldine Neame, for their professionalism, it really has been my pleasure working with them on this project and I am delighted to help them achieve the right outcome, particularly as their previous attempt at market a few years ago with another adviser proved fruitless and costly – I wish them a relaxing and enjoyable retirement."*

Nigel and Geraldine Neame, Sterling Travel, are retiring from the business and commented: *"This is an excellent result for Sterling Travel Management. It ensures the on-going development of the business, while giving Traveleads a strategic footprint on the South coast and the benefit of our proven On Line travel solutions to corporate clients."*

### About EvolutionCBS:

EvolutionCBS ([www.evolutioncbs.co.uk](http://www.evolutioncbs.co.uk)) works with private business owners helping them to 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.