



KPMG advises Ink on the sale of the business to The Stagwell Group



Contact information

KPMG Corporate Finance US

Stephen W. Guy
Managing Director
Baltimore
+1 (410) 949-8909
sguy@kpmg.com

W. Christopher Weber
Director
Baltimore
+1 (410) 949-2849
wchristopherweber@kpmg.com

David W. Lazarek
Senior Associate
Baltimore
+1 (410) 949-2747
dlazarek@kpmg.com

KPMG Corporate Finance UK

David Elms
Partner
Head of Media
+44 (020) 7311-8568
david.elms@kpmg.co.uk

Alex Hartley
Partner
Head of Private Equity
+44 (020) 7694-2095
alex.hartley@kpmg.co.uk

Peter Aspinall
Director
Corporate Finance
+44 (020) 7694-3461
peter.aspinall@kpmg.co.uk

Paul Simkin
Associate Director
Corporate Finance
+44 (020) 7311-4431
paul.simkin@kpmg.co.uk

We are delighted to announce that a global team of KPMG Corporate Finance professionals from KPMG Corporate Finance UK and KPMG Corporate Finance US (collectively "KPMG CF") acted as the exclusive advisor to the shareholders of Ink on the sale of the business to a privately backed US media investment firm, The Stagwell Group.

Ink is a leading global travel media business, specializing in the creation of bespoke content, accessing a worldwide audience of c.800m passengers across multiple channels, through long-term partnerships with airlines and travel groups, including American Airlines, Singapore Airlines and easyJet. The acquisition will allow The Stagwell Group ("Stagwell") to enhance its content and creative capabilities, provide direct access to significant players in the global travel market.

Through the utilization of our global reach, and significant buyer connections across the Media sector, KPMG CF was able to identify Stagwell as a leading sponsor to the marketing services industry.

KPMG CF advised Ink throughout the deal process, and provided input on preparing the business for sale, as we worked closely with our Transaction Services colleagues.

“We are delighted to join the Stagwell family, as we can see the many opportunities to further shape the future of media from within this strong group. Significant and solid growth is at the heart of Mark Penn’s plan, and we are thrilled to be part of this international powerhouse.”

– Ink joint CEOs, Michael Keating and Simon Leslie

“Travel numbers around the world are growing year on year and they are very valuable and receptive consumers – a perfect audience for any marketing plan today.”

– Mark Penn, Managing Partner and President of The Stagwell Group

We would be delighted to discuss this transaction and the wider M&A market with you – please feel free to contact any member of the team.

Corporate finance services, including Financing, Debt Advisory, and Valuation Services, are not performed by all KPMG member firms and are not offered by member firms in certain jurisdictions due to legal or regulatory constraints. The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation. The information contained in this communication may not be representative of the experience of other clients and does not constitute a recommendation, offer, or solicitation to buy, sell or hold any security of any issuer. Past performance does not guarantee future results.

© 2018 KPMG Corporate Finance LLC, a Delaware limited liability company. Member FINRA and SIPC. KPMG Corporate Finance LLC is a subsidiary of KPMG LLP, a Delaware limited liability partnership and the U.S. member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. NDPPS 817309

The KPMG name and logo are registered trademarks or trademarks of KPMG International.