

PRESS RELEASE

20 April 2021

Headpoint has advised GForces on the investment by Inflexion Private Equity and subsequent merger with Autofutura

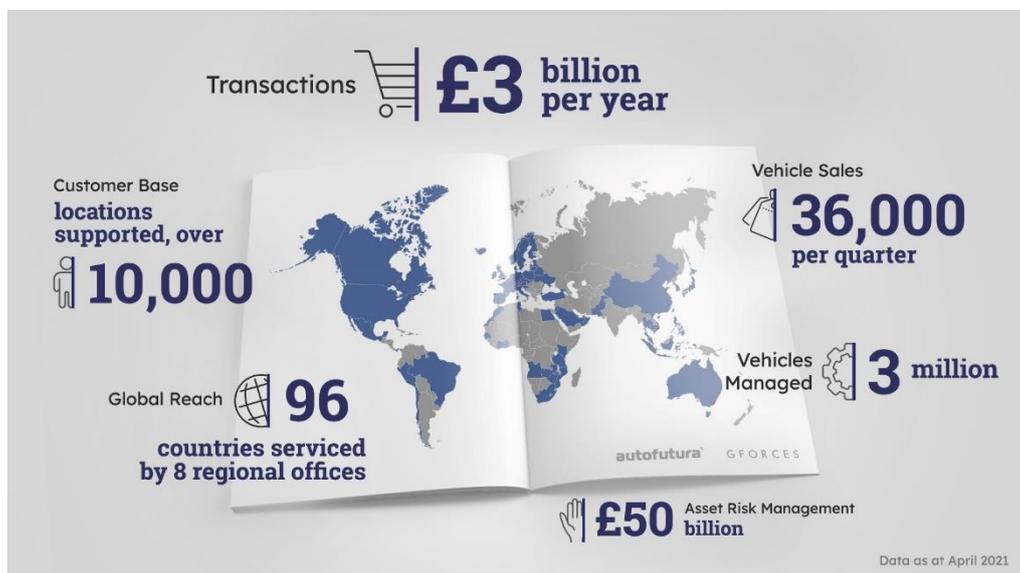
Headpoint Advisors has advised Giles Smith, the founder and Chief Executive Officer and the other shareholders of GForces Web Management Limited on the investment made by Inflexion Private Equity into the company as well as the subsequent merger with Autofutura, a portfolio company of Inflexion.

GForces delivers class-leading automotive e-commerce solutions through its NetDirector® software platform, real-time programmatic marketing and intelligent digital infrastructures. Its global presence includes some of the world's most respected vehicle manufacturers and dealer groups, as well as independent retailers across four continents. Autofutura is a global data management, lead management (CRM), loyalty and retention software business providing solutions for the automotive industry. With the rapid acceleration of the digitisation of the automotive sales process, the companies have come together to maximise sales efficiency and improve the way consumers buy cars.

Mark Wilson, Managing Director, Headpoint who led the deal said: "We are truly delighted to have advised Giles and the other shareholders on this investment by Inflexion and the merger with Autofutura. We worked closely with the team to ensure they secured the best investment partner for their ambitious growth plans and are really pleased that they are now part of the wider merged group. The scale of the opportunity in front of this group is epic!"

Giles Smith commented: "We recognised early on the highly complementary nature of the two businesses and it became quickly clear that Inflexion and the management team at Autofutura shared our vision for the automotive industry and the opportunity in front of us."

The first of its kind in the industry, the new group, backed by Inflexion, aims to connect car maker, finance provider, dealer and consumer to optimise the entire customer journey – through the provision of software and data services. It also benefits from the expertise of the recently acquired Chrysalis Loyalty business.



The group will be led by two highly experienced executives; data intelligence expert Christian Erlandson as CEO and automotive veteran David Riemenschneider as Chairman. GForces and Autofutura already serve 20 of the world's leading car manufacturers and over 9,000 dealers, across 96 countries. Headquartered out of the UK, its global presence includes offices in Australia, Canada, Germany, Vietnam, UAE and the USA.

Christian Erlandson, CEO, commented: "The digitisation of the automotive sales process is accelerating at an unprecedented pace and now is the time to combine the expertise of Autofutura and GForces. By merging Autofutura's data intelligence insight with GForces' e-commerce solutions, there is huge potential to support our customers in streamlining the consumer journey, accelerating sales and driving revenue from the first transaction."

Simon Turner, Managing Partner, Inflexion, said: "The combination of Autofutura with GForces unlocks a unique and highly relevant technology proposition for the automotive retail industry, against a backdrop of accelerating change and disruption for dealers and OEMs. We are delighted to be backing this team to create such an exciting auto tech group, by merging two outstanding private businesses with a long track record of growth."

Mark Wilson was supported by associates Oliver Stephens, Leander Ots and Matt Lee on all corporate finance aspects. Headpoint worked closely with the legal advisors Higgs & Sons, led by partners Richard Griffiths (Head of Corporate) and Jamie Partington. PwC led by Richard Farnsworth provided tax advice; Fairgrove Partners led by Patrick Woodrow provided commercial due diligence and BDO provided financial due diligence, led by Graham Elsworth.

GCA Altium and Taylor Wessing advised Inflexion and the newly merged group.

About Headpoint

Headpoint provides specialist corporate finance advice to owners of private companies. Our clients include business founders, family owner / managers and investors. We advise on company sales, acquisitions, management buy-outs, business valuations and raising growth capital.

For more information please call **Mark Wilson** on **+44 7966 319 161** or contact him on email at markwilson@headpointadvisors.com

To know more about Headpoint please visit www.headpointadvisors.com