

## PRESS RELEASE

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### **Headpoint has advised the owners of Insider Media on the sale of the business to National World Plc**

Headpoint Advisors has advised Marlen Roberts, Managing Director and the other shareholders on the 100% sale of the equity of Insider Media Limited, the UK's leading regional B2B media company, on its sale to National World Plc.

With roots dating back to the early '90s, Insider Media has built a loyal following of its business-orientated **Insider** magazines and a large B2B subscriber base for its daily email newsletters and business information. A pan-UK regional media business able to offer advertising and sponsorship opportunities in print, in person and online, providing solutions across three platforms.

The company has grown its publishing output to six regional Insider magazines, mostly published on a monthly basis. It is a leading organiser of business events, including the renowned **Dealmaker Awards** and other similar black-tie Awards Dinners, expecting to complete around 150 events in 2023.

National World Plc provides news and information services in the UK through a portfolio of multimedia publications and websites. It is listed on the London Stock Exchange and owns famous brands including The Scotsman and the Yorkshire Post.

Positioned as a leading customer-driven content business, delivering multimedia experiences for global, national, regional and local audiences, it holds market leading positions in many geographical and vertical segments and is the third largest local media player in the UK.

The Insider Media acquisition supports National World's strategy to acquire deep content expertise, rapidly accelerate its growth as well as being immediately earnings enhancing.

**Marlen Roberts, Managing Director of Insider Media** said; "The current shareholders wanted to ensure that the company had a strong future and National World is a buyer that will continue to invest in high-quality content as well as the business infrastructure and the people". Having owned and managed the business since 2005, when she led the MBO, Marlen and has retired on the completion of the sale.

**David Montgomery, National World's Chairman**, said: "Over the last 12 months we have made a number of targeted investments and acquisitions designed to accelerate our progress, increase our capabilities and grow the audience for our high-quality content. National World offers a unique combination of digital news, specialist content and targeted audience engagement, helping it build deeper relationships with its readers and users. Today's acquisition is in line with that strategy as we reposition the business towards our new operating model."

**Mark Wilson, Managing Director, Headpoint** who led the deal said: "We have worked closely with Marlen and the team to ensure we completed a sale to a strong and highly aligned acquiror. Content expertise, focused on the business vertical, a strong digital presence and organiser of well-established annual events made Insider Media a compelling addition for National World."

Mark Wilson was supported by Oliver Stephens and Emmet Keating on all corporate finance aspects. Headpoint worked with Richard Griffiths, (Partner – Head of Corporate) at legal advisors Higgs LLP, Philip Miles and Sam Dell. Tax and accounting advice was given by Anthony Wooding, Audit Partner at Hurst Accountants LLP.

National World plc was advised on the legal aspects by Orrick, Herrington & Sutcliffe LLP, led by partner Ed Lukins and tax aspects by PwC.

## **About Headpoint**

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

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