

## PRESS RELEASE

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### **Headpoint Advisors has advised Stickee Technology Limited on its growth capital fundraising from Santander**

Headpoint has advised Solihull-based Stickee Technology on its growth capital fund raising. The company is a B2B data software solution provider, creating data and market insights for leading global technology corporates such as Google and Samsung.

The loan package provided by Santander will ensure that the company's rapid growth is adequately supported allowing them to continue to invest in proprietary software through the use of emerging technologies such as AI and Machine Learning. The multi-million pound loan package included a term loan, growth capital loan, overdraft and FX facilities.

**Bobbie Bhogal, Founder of Stickee Technology** said: "At Stickee we needed to continue to invest in our proprietary software and to also invest in AI and Machine Learning to ensure that we take full advantage of emerging technologies, and the support from Santander will enable us to do so. Santander has understood our technology and software and their high growth potential."

**Simon Clewlow, Growth Capital Director at Santander UK**, said: "We are delighted to support Stickee with a seven-figure loan package, having worked closely with the company over the last few months. The firm's growth is testament to the uniqueness of its service offering and the value its proprietary technology generates for its high-profile customer base. We look forward to supporting Stickee through the next phase of its growth story."

**Emmet Keating, Partner, Headpoint** who led the deal commented: "Stickee is a leading software provider delivering high value market insights and data to global technology brands. Through its ongoing investment in artificial intelligence to enhance its proprietary technology, the business is well positioned to grow its recurring revenue and capitalise on its significant growth potential."

Emmet Keating was supported by Oliver Stephens and Henry Baker on all corporate finance aspects. Headpoint worked with Claritas (Iain Wright and Mike Fahy), Freeths (Lee Clifford, James Dyson, Tom Brown, Baljit Atwal, Shailen Hinglajiya) and Finance 4 Business. Santander were advised by Browne Jacobson (Emma Hinton, Rob Northall and Chereta Edmeade), Cooper Parry (Paul Tallon, Sam Rai) and Drystone Strategy (Robin Illingworth).

### **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.

For more information, please call **Mark Wilson** on **+44 7966 319 161** or contact him on email at [markwilson@headpointadvisors.com](mailto:markwilson@headpointadvisors.com)

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