

## **Sale of leading information and conference business**

Corbett Keeling announces that private equity investor Alcuin Capital Partners (Alcuin) has acquired a majority stake in Applied Market Information Ltd (AMI) from its original founders and shareholders whom Corbett Keeling advised.

Corbett Keeling is an established corporate finance firm with a track record of over 20 years guiding owners through the process of selling their businesses, advising management teams on buy-outs and buy-ins, and providing specialist corporate finance advice.

With offices in the United Kingdom and North America, AMI is a leading provider of information services to the global plastics industry through syndicated reports, databases, digital magazines, consulting and conferences. The company has grown steadily since it was founded in 1986. This year the company will hold over 40 conferences for the plastics industry in Europe, the USA and the Far East – more than any other competitor world-wide.

The team at Corbett Keeling, led by Jim Keeling, Francois Barou and Matt Dixon, advised the founders of AMI on the investment by Alcuin, which completed on 22 May 2015. The founders will continue to be actively involved in the business and have retained a significant minority stake.

**Mark Storey, partner at Alcuin, said:** “We are delighted we were introduced to AMI by Corbett Keeling and are now investing alongside the current directors to support the continued success of AMI. This is a dynamic business that has a very strong reputation in the plastics industry for the quality of the information it provides and the events that it organises. Alcuin has always targeted ambitious, growth companies with the ability to compete on a global basis and AMI definitely fits the bill.”

**Andrew Reynolds, co-founder and director of AMI, said:** “We really welcome the opportunity of joining Alcuin and moving the company forward in the next stages of its development. To arrive at this point we were advised over a period of months by the team from corporate financiers, Corbett Keeling; many thanks to them for getting what we believe was the best result from the best buyer for our business.”

**John Horgan, co-founder and director of AMI, added:** “Not only was Corbett Keeling’s advice always timely, to the point and in our best interest but, crucially, they had outstanding knowledge and understanding of the potential buyers, whether trade or financial and UK or overseas.”

**Jim Keeling, chairman of Corbett Keeling, said:** “Alcuin, as a new owner, is a great match with the AMI business. The transaction, a partial exit for our clients, the founders and former owners, enables them to take significant value off the table now while also participating in the future upside of what we and they see as a strong business with much growth ahead of it. We are delighted at the successful outcome.”

## Notes to editors

### **About Corbett Keeling**

Corbett Keeling is an established corporate finance firm with a track record of over 20 years providing the services it continues to deliver today: advising management teams on buy-outs and buy-ins, guiding owners through the process of selling their businesses and providing specialist corporate finance advice.

Corbett Keeling operates in conjunction with a team of industry experts and international partners to offer both sector specialist advice and global reach. This approach is designed to ensure our clients receive the best possible advice and stand the best chance of achieving the optimal outcome for them and their businesses.

For more information on Corbett Keeling please visit [www.corbettkeeling.com](http://www.corbettkeeling.com) or contact Jim Keeling on +44 (0)20 7626 6266.

### **About Alcuin Capital Partners (Alcuin)**

Alcuin specialises in providing growth capital to smaller UK companies. The typical investment range is between £2 and £12 million per transaction.

Alcuin is a supportive, long term investor with a strong preference for backing owner-managed businesses. It holds both minority and majority equity investments. Managing a relatively small portfolio, it is able to offer advice and support in areas including international expansion, acquisitions, financings and exits.

Alcuin has a 25 year track record of successfully investing in smaller growth companies in the UK and is currently investing from the £100 million Third Alcuin Fund.

Alcuin's investment in AMI represents the 50<sup>th</sup> UK investment by Alcuin.

For more information on Alcuin Capital Partners please visit [www.alcuincapital.com](http://www.alcuincapital.com).