

Ciesco advises Apiary Capital on its investment in technology-enabled media advisor MediaSense Communications

LONDON, 12th August 2021: [Ciesco](#) is delighted to announce the successful completion of its latest transaction, advising Apiary Capital, the UK lower mid-market private equity firm, on its investment in MediaSense, the London-based technology providers of media advisory and auditing services to leading global brands. Apiary's investment will allow the business to accelerate its ambitious expansion plans, particularly in Asia and the USA.

MediaSense has capabilities in several areas, including a Model & Partners practice for consulting on marketing operations and running pitches and a Media Analytics practice that manages c. \$15bn (£10.8bn) of client expenditure.

Graham Brown, MediaSense CEO and Co-founder said: "Thanks to our great team and loyal clients, we are very proud of what we have achieved over the last 12 years, but we remain ambitious and hungry for further expansion and growth: to achieve our goals, we wanted to find a like-minded partner for the next phase of our development. I am delighted to say that in Apiary we have found a company who is as excited about our future as we are."

Dan Adler, Partner at Apiary Capital, says: "We are delighted to be supporting Graham and Andy's ambitious growth plans. MediaSense has developed a range of advisory services that are highly relevant to its client base as digitalisation and the need for insight become increasingly important. MediaSense is a high-quality business with clear strengths in innovation and outstanding client service, all underpinned by a strong culture. This is an excellent foundation on which to continue to build and develop the business.

Ciesco – <https://www.ciesco.com/>

Ciesco is a leading specialist M&A firm with a focus on the technology, digital, media and marketing sectors. Headquartered in London, we have offices in Germany and France and operate globally. Ciesco offers a unique combination at partnership level, of senior level industry practitioners and sector specialist investment bankers. This enables an extensive network of contacts and strong relationships that reach into organisations worldwide at C-suite sponsor levels. We are well-regarded in the market for our specialist advice derived from our deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About MediaSense – <https://www.media-sense.com/>

MediaSense is the UK's leading technology-enabled media advisor to many of the world's largest companies and brands. Through a combination of proprietary technology and unrivalled industry experience, the company provides essential services to clients to enable them to manage their media strategies and expenditure.

About Apiary Capital – <https://www.apiarycapital.com/>

Apiary Capital invests in the education, healthcare, financial, business and technology services sectors. The firm seeks to acquire platform companies in attractive markets and supports management teams to accelerate growth through roll-ups, roll-outs, and strategic acquisitions. Apiary Capital closed its first fund at £200 million in June 2018 and typically invests in businesses valued between £10 million and £75 million.
