

The banner features the Caple logo in a blue box on the left, the text 'FUNDING GROWTH & OWNERSHIP' in a white box on the right, and the title 'Funding Announcement' in white text over a blue-tinted background image of hands signing a document.

CAPLE

FUNDING
GROWTH &
OWNERSHIP

Funding Announcement

Caple enables MBO at S3 Advertising with £2.4m unsecured loan

Caple has supported the MBO of S3 Advertising with a £2.4m, 8-year unsecured loan. Cardiff based S3 is a national, independently owned, full-service advertising agency. The company offers a range of marketing services including media planning & buying, creative & design, digital PPC, SEO, social media, PR, web design & development, and branding. Clients include University of South Wales, Airbus, NHS Wales, Deliveroo and S4C.

Commercial director, Mike Webb; senior client account director, Rebecca Campbell; HR director, Mel Matthews and finance director, Louise Evans have acquired the business from founder Matt Jones.

Whilst the business has been consistently profitable, the intangible nature of its activities presented a challenge for traditional, secured lenders. Caple's fully unsecured solution required no security and the facility complemented the company's working capital provider without the need for complex intercreditor arrangements.

"The solution that Caple provided for the transaction was a great fit. S3 is an exciting business which has already risen to great heights but the nature of the revenue streams provided challenges to the funding structure. Verde was delighted to be able to work with Caple to achieve the desired outcome and support S3 on its planned growth path over the coming years"

Craig Blackmore, Director, Verde Corporate Finance

"This transaction is a great example of genuinely unsecured debt helping a business achieve its goals and grow. S3 Advertising is a profitable, well-managed and successful business. However, because its assets are its people, traditional lending models requiring collateral can fall short. We are delighted to be able to support the business and demonstrate how we can help media and creative businesses thrive"

Sean Brophy, Country Manager Caple International