



# Creative ITC secures a significant minority investment from LDC

DEAL FLASH | TMT, PRIVATE EQUITY | SEPTEMBER 2024

## DEAL SNAPSHOT

**Creative ITC, one of the UK's leading managed services providers, has sold a significant minority stake to UK private equity firm LDC, a move that will help Creative ITC to continue its ongoing growth strategy, accelerate into new markets and build product capabilities.**

Headquartered in London, and with a global data center and operating footprint, Creative ITC leads the UK market in the provision of high-power cloud computing solutions to the global architecture, engineering and construction (AEC) sector. Creative ITC delivers specialist and mission-critical cloud infrastructure solutions, including its desktop-as-a-service (DaaS) offering, and sophisticated data storage and backup/recovery products.

Creative ITC's international data center footprint allows its solutions to be delivered at high speed and low latency to customers, enabling the business to support demanding application environments, data processing and storage requirements on a global scale. Customers include architecture and engineering giants WSP, AtkinsRéalis and Foster + Partners.

“We're thankful to Oaklins Cavendish for all their support in helping us to navigate this transaction as we enter the next stage of our business growth journey. The team's expertise and hard work have paid off to deliver an outcome we are delighted with, and we're excited for the promising future ahead.”

**KEITH ALI**  
CEO  
CREATIVE ITC  
UNITED KINGDOM

## OAKLINS PLAYED AN IMPORTANT ROLE IN MAKING THIS DEAL HAPPEN

Oaklins Cavendish advised Creative ITC on its sale of a minority stake. The team had a thorough and detailed understanding of the business and the shareholders' objectives, ensuring the right potential investors were approached as part of the marketing phase. To drive value, it was important to favorably position Creative ITC's full-suite service offering, high levels of recurring revenue across its managed services and strong growth trajectory.



## MARKET TRENDS & DEAL DRIVERS

A number of tailwinds are driving increased levels of cloud adoption and outsourcing to managed services providers, including:

- increased demand for data storage facilities that provide more sophisticated visualization tools and ever-increasing underlying regulatory requirements for data retention;
- measurable ROI for the enterprise from digitalization;
- shift in cloud hosting preferences (public to private) due to storage security issues, capacity constraints and the inability of the public cloud to meet specific customer requirements; and
- increased spend on improving security infrastructure to protect against the increasing risk of cyber breaches

Creative ITC is well placed to take advantage of this sizeable market opportunity, providing it with major runway for continued growth both domestically and internationally.

## M&A VALUATION ASPECTS

Oaklins Cavendish focused on negotiating a deal structure that secured the best overall value for the shareholders, both now and at the time of exit given the expected future performance of the business.

## TALK TO OUR ADVISORS



### ✉ JOHN FARRUGIA

Principal  
United Kingdom  
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John has over 20 years of corporate finance experience and an outstanding deal completion track record within the technology and tech-enabled business service sectors, having successfully completed over 50 transactions. John has been involved in advising clients across a variety of segments, including internet and media, application software, SaaS, infrastructure software, online gaming, IT security, storage and tech-enabled services, involving M&A (sell- and buy-side), LBOs, public takeovers, public-to-private and fundraisings.



### ✉ PARIS MCNICOL-OUTCH

Associate Director  
United Kingdom  
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Paris has over seven years M&A experience and has completed a number of sell-side and buy-side transactions within technology. Her transactions include the sale of NFS Technology to Korbyt backed by Clearhaven, the sale of Mail Manager Ltd to Ideagen Plc, the sale of Datrix Ltd to Adept plc and the sale of a minority stake in Systal Technology Solutions to Inflexion.

“With Creative ITC’s strong track record for growth, this is a strategic move for the business, enabling it to accelerate into new markets and build up new and existing product capabilities. We’re looking forward to supporting Creative ITC throughout its continued growth journey, which looks promising with the potential for acquisitions and further transactions in the future.”

**PARIS MCNICOL-OUTCH**  
ASSOCIATE DIRECTOR, OAKLINS CAVENDISH

**OAKLINS HAS CLOSED 1,288 DEALS IN TMT  
AND 1,459 IN PRIVATE EQUITY**

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