

# Global Media & Technology M&A Review 2025

Market report from  
WY Partners



# 2025 saw steady growth in deal volumes compared to 2024, with particular focus on social & experiential.



**William Ritchie**  
Founder & Managing Director



**Elliott Dodds**  
Director

## ABOUT THIS REPORT

This report captures WY Partners' view of global media & technology M&A, combining proprietary deal analysis, PitchBook data and insights from industry experts and acquirers.

Findings are driven by the WY M&A tracker, supported by PitchBook and public disclosures to ensure consistent classification and trend analysis over time.

## Welcome to our fifth annual Global Media & Technology M&A Review

### 2025 in review

The year saw a continuation of the stabilising deal volumes observed during 2024, following the significant downturn observed from mid 2022 to the end of 2023. Deal volumes in media & technology grew by 4% YoY to total 1,641 for 2025.

Q1 2025 saw the most activity (467), however continued macroeconomic uncertainty throughout the year has meant volumes have remained stable from that point on rather than continuing to tick up.

A significant driver in the early part of the year was the US Government's announcement on tariffs which caused widespread caution particularly for US buyers and investors looking at overseas opportunities.

This has been compounded by continued sluggish economic growth in the UK throughout the year, persistent inflation impacting consumer confidence and, unhelpfully, a second consecutive protracted period of uncertainty leading up to November's budget.

This environment has meant buyers & investors remain cautious, with sale processes often taking longer than we'd ideally like. However, for the best performing cash generative businesses within media & technology we are seeing an uptick in competitive tension in sale processes which is a pleasing development and should drive valuations higher for prospective sellers moving forward into 2026.

### Social & influencer remains the hottest sub-sector

As signposted last year, social & influencer continues to be the hottest sub-sector in the market with larger marketing groups continuously on the look-out for nimble, socially native agencies that are more effective in reaching Gen Z audiences.

In many cases, social strategy is becoming as central to marketers as traditional brand creative as consumers continue to interact with brands on social more than any other platform.

Significant deals in this sector included Publicis' acquisition of US influencer platform Captiv8 and SAMY's acquisition of German social & influencer agency Intermate. We also saw the announcement of PMG's acquisition of Digital Voices in early 2026 reinforcing this trend.

Expect further significant activity in this space into 2026 as acquirers scramble to bolster their social capabilities.

### Experiential also saw meaningful consolidation

Another sub-sector seeing heightened activity was experiential, with a number of significant deals announced throughout the year, including [Strata's acquisition of Wonderland](#) (WY advised).

Alongside organic social, experiential offers brands the chance to create shareable moments that consumers can feel part of, experiencing brands up close to drive longer term customer loyalty than traditional ad formats.

Larger groups have seen this, with significant deals including Havas' acquisition of Bearded Kitten and Publicis' acquisition of Bespoke Sports & Entertainment.

Further experiential consolidation has been seen with Encore's acquisition of FIRST and MCI Group's acquisition of Meet and Potato.

### Challenger groups were more active than the global networks

Outside of Publicis and Havas, the other Global Networks continued to take a back seat on M&A throughout 2025, allowing private equity & private equity-backed marketing groups to become the most active players in the market.

Notably we at WY advised on two separate acquisitions made by IDHL ([The MTM Agency & Vervault](#)) as they continued their M&A growth strategy under Bridgepoint. Other significant PE backed movers included MSQ (four deals), SAMY (two deals). In addition, Brave Bison continued their M&A strategy making a further four acquisitions in 2025 including [Builtvisible](#) and [MTM](#), both of which WY advised on.

### Look ahead to 2026

We expect activity levels to remain relatively consistent moving into 2026. We are hopeful that macroeconomic uncertainty subsides bringing more buyers & investors back to the table.

As ever we anticipate significant interest for the best performing businesses, particularly within social & influencer.

01

**Key M&A  
metrics**



# M&A momentum built through 2025, driven by improved pricing and capital availability.

## KEY M&A METRICS



Figure 1: 2025 key M&A metrics

Source: WY Partners M&A Tracker; PitchBook (market data as of 14 January 2026).

## WY DEAL HIGHLIGHTS

Sector	Type	Geography	Target	Target description	Buyer	Buyer description
Experiential	Sell side	UK	<b>Wonderland.</b>	London experiential events & production agency delivering global brand experiences.	<b>STRATA</b>	Brand experience/events agency delivering live, digital and hybrid work.
B2B marketing	Sell side	UK	<b>mtm</b>	Integrated digital, marketing and PR agency based in Southampton.	<b>iDHL</b>	Bridgepoint-backed digital tech partner focused on performance marketing, web/eCommerce + data.
Financial software	Sell side	Europe	<b>Loctax</b>	AI "Tax Control Centre" platform for global tax operations, workflows and audit trails.	<b>Tax Systems</b>	Providence-backed multi-tax compliance SaaS provider across the UK, Europe and UAE.
Performance marketing	Buy side	UK	<b>Builtvisible.</b>	SEO, content strategy and digital PR agency (founded 2009).	<b>BraveBison</b>	Media, marketing and tech group combining a media network with digital/social services.
E-commerce	Sell side	UK	<b>Vervaunt:</b>	London eCommerce consultancy + paid media agency for fashion/luxury/lifestyle brands.	<b>iDHL</b>	Bridgepoint-backed digital tech partner focused on performance marketing, web/eCommerce + data.
Data & analytics	Buy side	UK	<b>mtm</b>	Strategy & insight consultancy for brands, media companies and rights holders.	<b>BraveBison</b>	Media, marketing and tech group combining a media network with digital/social services.

# Two consecutive years of gentle growth since 2023, led by trade exits and steady private equity activity.

## 2025 KEY M&A DEAL TRENDS

The global media & technology M&A market continued its steady recovery that began in 2024. Deal volumes saw a gentle uptick as valuations increased and capital availability improved, driving more active deployment and sharper competition for premium assets. Buyers remained selective but continued to pay up for standout businesses with clear differentiation.

Exit conditions also improved. Trade buyers continued to account for the majority of exits, reflecting sustained appetite for capability, talent and technology, while private equity (PE) remained a consistent secondary route to liquidity. Following the 2021–2022 spike and the 2023 reset, activity stabilised across 2024–2025 into a healthier, more predictable run-rate.

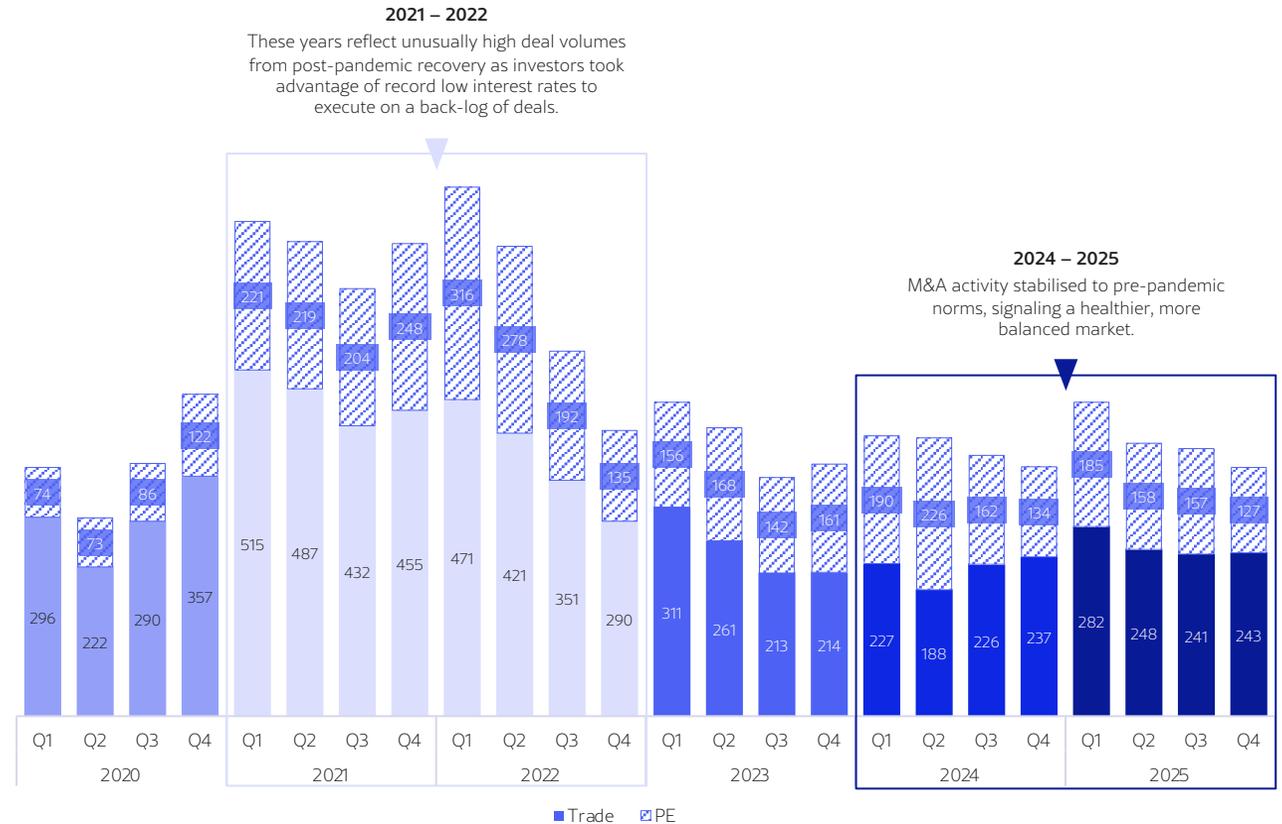


Figure 2: Quarterly global deal volume by exit type (trade vs private equity)

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

02

**2026  
predictions**



# Our 2026 predictions: Where we expect deal activity to concentrate in 2026.

01

## Dealmaking heats up again

We expect deal volumes to continue to stabilise with annual growth consistent with 2025. Buyer and investor appetite continues to be strong and with declining interest rates, capital should become more freely available to deploy.

Having gone through two protracted budgets, there is hope particularly in the UK that major fiscal policy uncertainty has now passed which will give sellers more confidence that now is the right time to explore M&A.

02

## Social becomes the creative engine

Social, particularly short-form video led content, continues to be the most common way for younger consumers to interact with branded content. This is resulting in brands looking at social as the engine for entire creative strategies.

We expect to see larger buyers continue to look for strategic M&A opportunities in social to tap into this, where their incumbent skillset is not as socially native as newer market entrants.

03

## Public groups under pressure

The protracted acquisition of IPG by Omnicom, along with the trading struggles experienced by both WPP and Dentsu have meant that these networks have been far less active and have come under pressure to win and retain clients.

We expect smaller, specialist, more nimble agencies to continue to outperform the global networks in their own niches which will put more pressure on them to change course, potentially turning back to M&A to demonstrate reform to their clients.

04

## AI buzz turns to results focus

The global hype around AI has been particularly prevalent in the context of deal-making, with demonstrable use cases and adoption by companies now a pre-requisite for every deal.

As we move into 2026, we expect this to continue but with increasing pressure on sellers to show tangible results and actionable insights from their AI adoption which can stand up to scrutiny during due diligence.

05

## Challenger groups drive the next wave

With increasing pressure on the larger public networks, we expect M&A to be a key growth strategy amongst the challenger networks as they seek to continue to grow their market share and compete more aggressively with the incumbent leaders.

Following on from the key trend of 2025, we expect PE-backed groups with capital-rich investors to lead here, with the likes of Croud, MSQ and IDHL continuing to grow inorganically through acquisitions.

06

## Streaming consolidation creates opportunities

With the recent competition developing between Paramount and Netflix to acquire Warner Brothers, there is increased focus on large media networks to differentiate themselves through their content and overall user experience.

As they develop and evolve their ad marketplace, this will present opportunities for ad-tech and agencies to optimise performance with increasing personalisation of ads and connected commerce becoming more prevalent.

# Our 2025 predictions scorecard: What played out (and what didn't).

01

## Omnicom / IPG merger to spark activity



The Omnicom / IPG did not conclude until late in the year, during which time M&A was firmly off the radar, meaning our prediction of it triggering heightened activity didn't quite come to pass.

Whilst Publicis (10) and Havas (10) remained active, the other Global Networks continued to struggle with share price sentiment, making significant M&A activity challenging.

02

## Social media is king



Social very much continues to be the most coveted sub-sector of the marketing services space, with numerous acquirers actively looking to bolster their capabilities.

Notable deals during the year included Publicis' acquisition of Captiv8 and SAMY taking further investment from Bridgepoint before going on to acquire German agency Intermate.

03

## Private equity-backed challengers go global



Both MSQ Partners (Arke Systems & FRM Solutions) and Brainlabs (Exverus Media) continued their global M&A strategy, both making acquisitions in the US as their new investors seek further growth in the world's largest media market.

As the Global Networks continue to face their own challenges, we only expect this trend to continue moving forward.

04

## Live events & experiential thriving



2025 saw significant M&A activity in experiential, as acquirers continued to recognise the importance of in-person experiences to drive brand connection with consumers.

Notable deals included Wonderland's sale to Strata (WY-advised), Havas acquiring Bearded Kitten and Encore's acquisition of FIRST.

05

## AI to enable rather than replace creatives



We continue to see acquirers show significant interest in AI capabilities, but as predicted we have also seen a reduction in the rush of capital into the space at all costs, without a clear market fit that characterised 2024.

Significant value can still be found by sellers where AI is enabling their existing service offering, e.g. contextual ad targeting for Precise TV who took investment from LDC during the year. We expect this trend to continue moving forward.

06

## Deal activity to continue its upward trajectory



2025 saw a steady increase in activity, with deal volumes rising by 4% (1,641) compared to 2024.

Despite continued macroeconomic challenges we saw a deal environment that displayed resiliency and delivered great outcomes for sellers in media & technology.

03

**Review of buyer &  
investor groups**



INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

# In 2025, deal activity was led by PE/VC and technology buyers, reflecting demand for scalable, software-led capabilities.

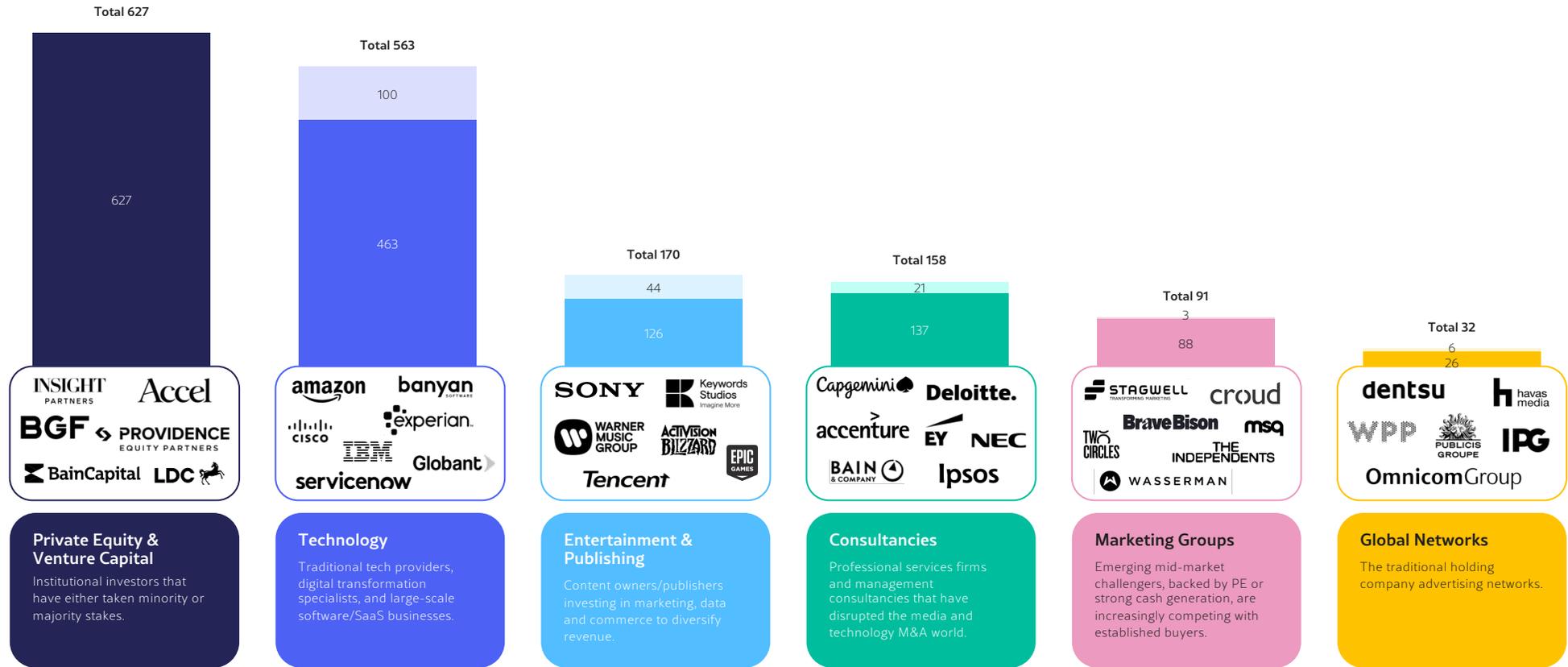


Figure 3: Deal volume by buyer/investor group in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Note: Lighter shading denotes corporate venture capital (CVQ) funding. WY assigns each deal to a single cohort based on the ultimate parent's primary business model (minority and majority stakes included). Lower-volume cohorts are excluded.

INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

Global Networks

# Global networks became more active in 2025, with dealmaking driven by strategic repositioning and targeted capability buys.

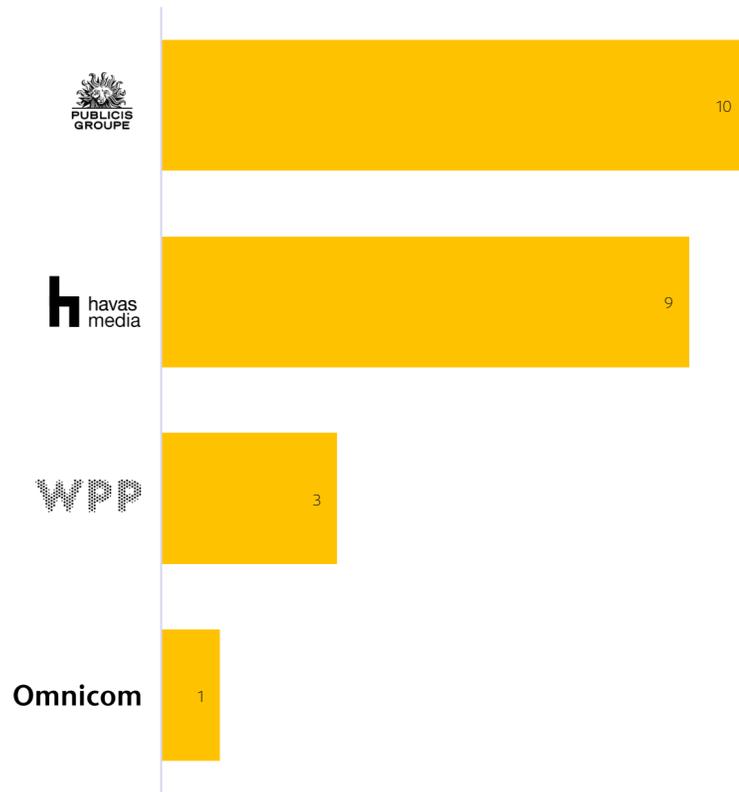


Figure 4: Top global network dealmakers in 2025  
 Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): Havas Media; Publicis Groupe; WPP; Omnicom.

KEY THEMES

Global networks were more active in 2025, although dealmaking remained selective and strategically focused rather than volume-led. Activity was concentrated among the most acquisitive groups, with Havas and Publicis leading targeted capability acquisitions across digital, data and commerce – for example, Publicis strengthened its influencer marketing through the acquisition of Captiv8.

The broader holding-company agenda was shaped by the rapidly evolving digital and data-driven media

landscape driving strategic repositioning and portfolio optimisation, as illustrated by the proposed Omnicom–IPG merger and WPP’s divestment of Kantar Media.

Overall, these moves underline how scale, data and specialised capabilities became critical competitive levers in 2025, allowing global networks to better serve increasingly complex client needs and defend their positions against technology-led challengers.

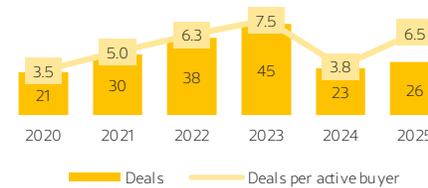


Figure 5: Deals per buyer  
 Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

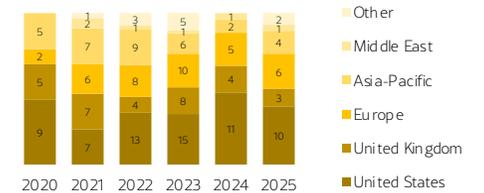


Figure 6: Deals per country  
 Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS



INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

Marketing Groups

# Marketing groups remained disciplined in 2025, prioritising targeted capability-led bolt-ons over scale acquisitions.

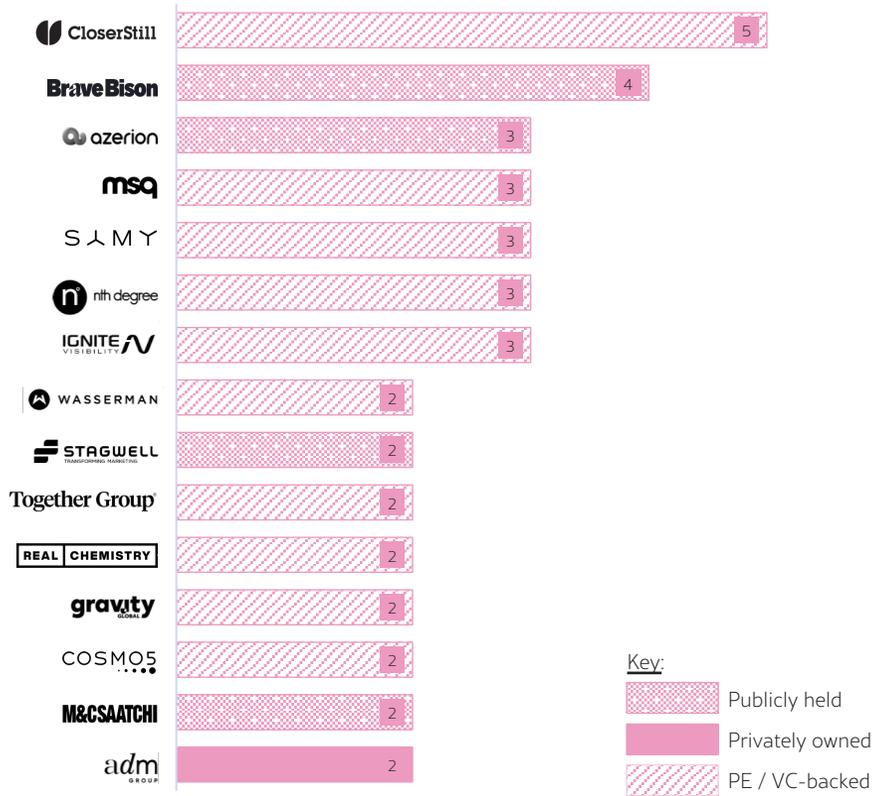


Figure 7: Top marketing group dealmakers in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): CloserStill Media; Brave Bison; Azerion; MSQ Partners; SAMY; Nth Degree; Ignite Visibility; Wasserman; The Stagwell Group; Together Group Holdings; Real Chemistry; Gravity Global; Cosmo5 (formerly Labelium Group); M&C Saatchi; ADM Group.

KEY THEMES

Marketing group dealmaking in 2025 was defined by disciplined, capability-led bolt-on acquisitions rather than scale-driven consolidation. Activity was broad but shallow, with a long tail of acquirers each completing only two to three transactions.

As a result, marketing groups became increasingly selective buyers, intensifying competition for a narrow set of strategically critical assets and supporting premium valuations for best-in-class targets.

This reflected a deliberate focus on adding high-ROI capabilities, particularly in AI, data, measurement, and more tightly integrated adtech/martech stacks - rather than pursuing volume-led M&A.



Figure 8: Deals per buyer

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

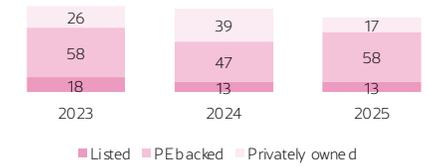


Figure 9: Deals per buyer type

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS

★ STRATA / Wonderland.      S L M Y / Intermate.      ★ BraveBison / Builtvisible.

★ idHL / Vervaunt:      ★ idHL / mtm      msq / the forge

INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

Entertainment & Publishing

# Entertainment & publishing dealmaking picked up in 2025, as buyers continued to pursue content, IP and scale.

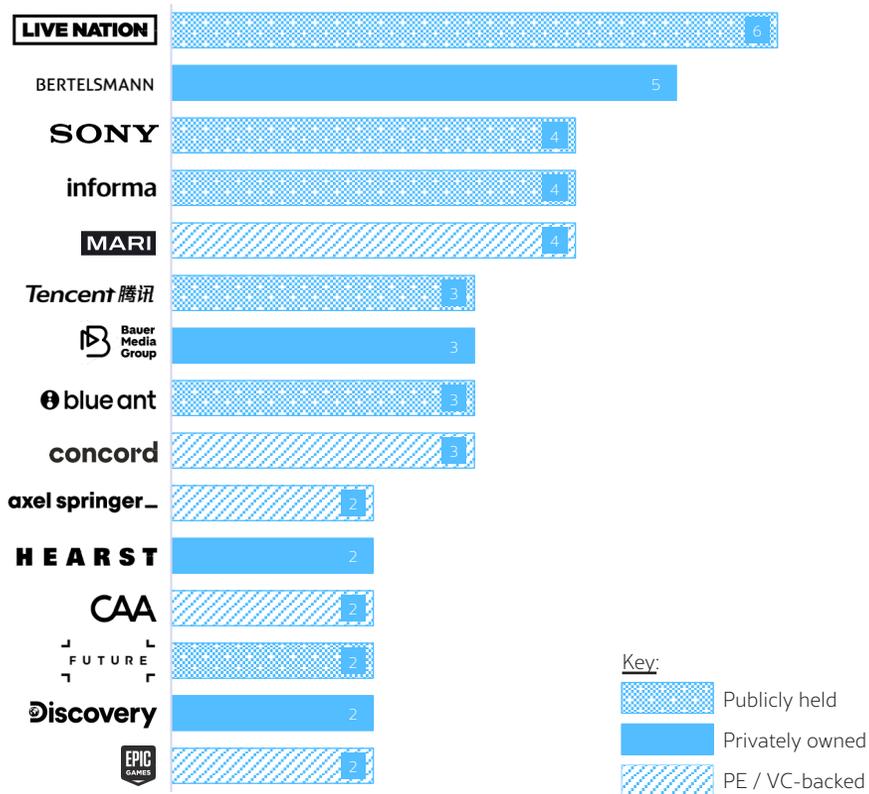


Figure 10: Top entertainment & publishing dealmakers in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): Live Nation Entertainment; Bertelsmann; Sony; Informa; Mari; Tencent Holdings; Bauer Media Group; Blue Ant Media; Concord Music; Axel Springer; Hearst Communications; Creative Artists Agency; Future (Media); Discovery; Epic Games.

KEY THEMES

In a year that ended with news of an intense bidding war between Netflix and Paramount to acquire Warner Brothers Discovery, overall deal volumes remained in line with recent years.

Activity was led by Live Nation, Bertelsmann, with other prolific buyers including Sony and Informa also active. A broader group of acquirers, such as Tencent, Bauer, Blue Ant and Concord, continued to execute transactions.

Notably the gaming sector had another year of compressed deal volumes, despite the marquee take-private of EA by Silver Lake. With this following the take-private of WY client, Keywords Studios in 2024, we expect deal volumes to rebound as increased access to private capital stimulates the market.

As the two mega deals move towards completion in 2026, we expect the market to be more buoyant as other key players respond.



Figure 11: Deals per buyer

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

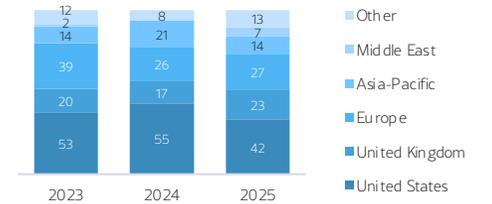


Figure 12: 2025 deals by sector

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS



INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

Consultancies

# Consultancies sustained steady deal momentum in 2025, as firms continued to acquire data, digital and AI capabilities.

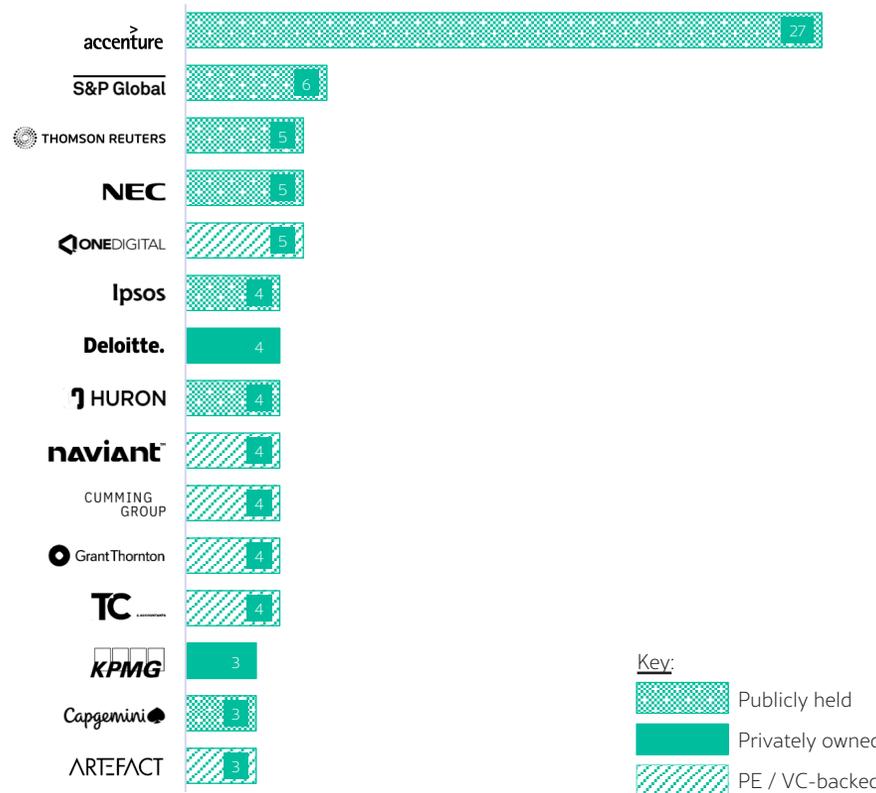


Figure 13: Top consultancy dealmakers in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): Accenture; S&P Global; Thomson Reuters; NEC Corporation; OneDigital; Ipsos; Deloitte; Huron Consulting Group; Naviant; Cumming Group; Grant Thornton; TC Group Holdings; KPMG; Capgemini; Artefact.

KEY THEMES

There was a slight uptick in M&A activity in consultancies compared to 2024. Activity continued to be dominated by Accenture with 27 deals, significantly ahead of the next most active acquirers. Strengthening and scaling AI capabilities was a key theme across their acquisitions, alongside deepening cybersecurity and investing in industry-specific capabilities.

The remaining pack of buyers was tightly clustered, ranging from 3 to 6 acquisitions each. This suggests a consistently acquisitive cohort pursuing specialist capability, with bolt-on M&A activity to deepen data, tech and sector expertise rather than large-scale consolidation.



Figure 14: Deals per buyer

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

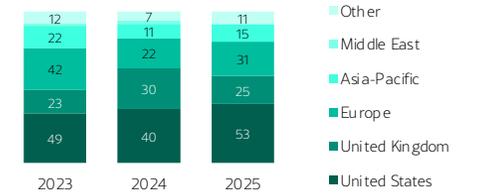


Figure 15: Targets by country

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS



INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS

Technology

# Deal activity amongst technology buyers accelerated in 2025, rising ~30% on 2024 levels.

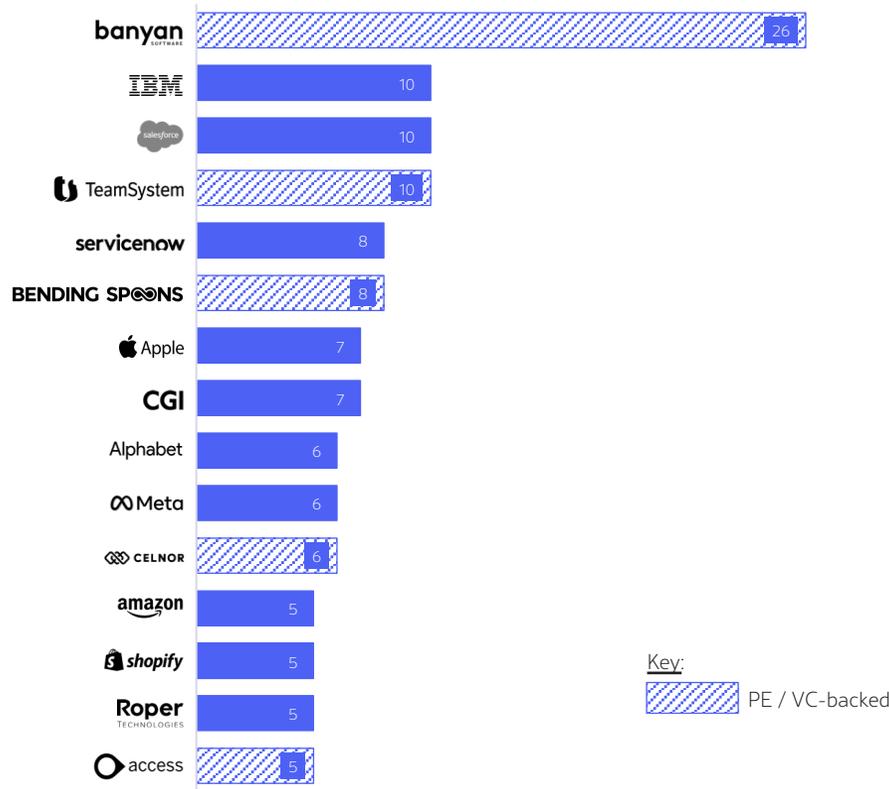


Figure 16: Top technology dealmakers in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): Banyan Software; IBM; Salesforce; TeamSystem; ServiceNow; Bending Spoons; Apple; CGI Group; Alphabet; Meta; Celnor Group; Amazon; Shopify; Roper Technologies; The Access Group.

KEY THEMES

Technology focussed M&A accelerated in 2025, driven by a mix of strategic buyers and serial acquirers returning with clearer priorities. Activity was led by the most acquisitive platforms, including Banyan Software and IBM / Salesforce - alongside continued momentum from European consolidators such as TeamSystem, ServiceNow and Bending Spoons.

The recovery, as to be expected, was driven largely through a rebound in US-based deals (219 vs 142).



Figure 17: Technology deals per buyer

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

Continental Europe also saw a significant increase in deal volumes (115 vs 80) whilst the UK deal volumes remained flat (57), possibly linked to increased uncertainty driven by the protracted budget period.

Buyers focused on assets that accelerate product roadmaps, add workflow and vertical capability, and strengthen data/AI differentiation—with capability buys in AI, data and automation featuring prominently.

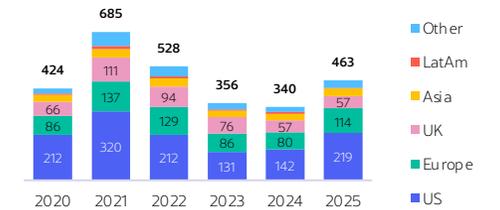


Figure 18: Technology deals by location

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS



INTRODUCTION

KEY M&A METRICS

2026 PREDICTIONS

BUYER GROUP REVIEW

- Buyer & investor overview
- Global Networks
- Marketing Groups
- Entertainment & Publishing
- Consultancies
- Technology
- Private Equity & Venture Capital

ABOUT WY PARTNERS



Private Equity & Venture Capital

# 2025 maintained solid private capital momentum, as PE/VC investors prioritised high-quality assets.

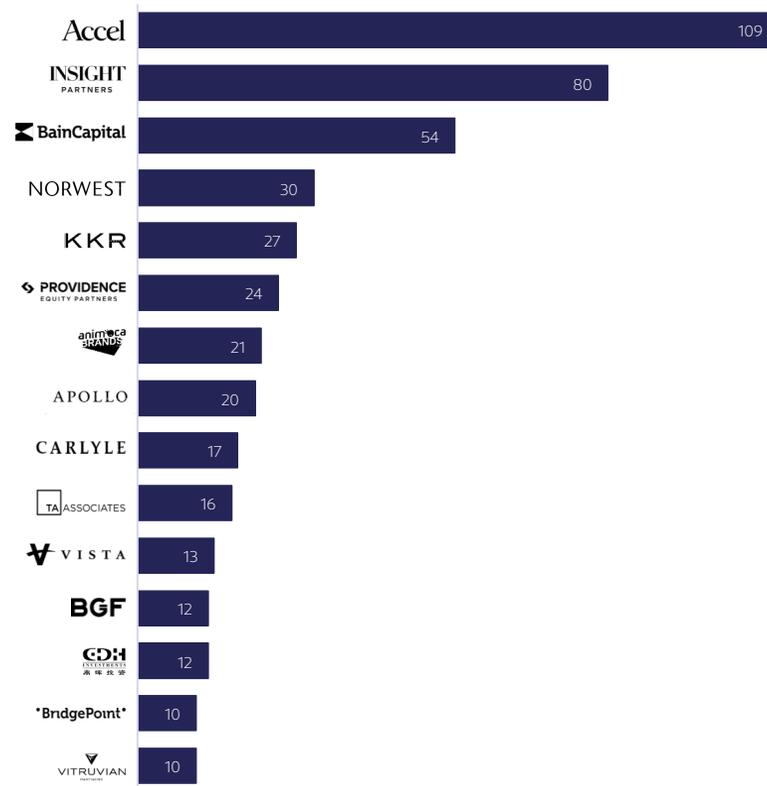


Figure 19: Top PE & VC dealmakers in 2025

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026). Companies shown (top to bottom): Accel; Insight Partners; Bain Capital; Norwest Venture Partners; Kohlberg Kravis Roberts; Providence Equity Partners; Animoca Brands; Apollo Global Management; The Carlyle Group; TA Associates Management; Vista Equity Partners; BGF; CDH Investments; Bridgepoint Advisors; Vitruvian Partners.

KEY THEMES

In 2025, VC remained a major growth engine for the media and technology sector, completing 343 deals versus 283 the prior year, led by highly active investors such as Accel (109 deals) and Insight Partners (80 deals).

In contrast, the PE market was more selective and cautious, with deal volume down to 284 from 429 in 2024. PE sponsors continued to back scaled media assets while pursuing capability-led M&A to strengthen platforms, a trend reflected in high-profile transactions including Silver Lake's take-private

buyout of Endeavor and its acquisition of Electronic Arts (EA), HIG Capital's acquisition of Kantar Media, as well as ongoing platform-building by Providence-backed Closer Still Media and Bridgepoint-backed IDHL.

Across both VC and PE, firms prioritised businesses with defensible recurring revenues and clear operational value-creation levers, focusing on quality and strategic potential rather than deal volume or scale for its own sake.



Figure 20: Deals per investor

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

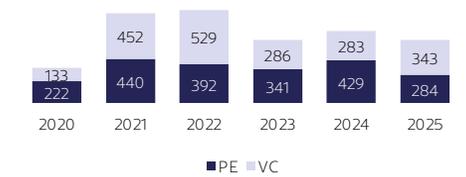


Figure 21: Number of PE/VC deals

Source: WY Partners M&A Tracker; PitchBook (market data as of 12 January 2026).

NOTABLE DEALS



04

**About WY Partners  
& our expertise**



# We provide M&A and strategic advice to businesses in the media & technology industries.



## SELL SIDE ADVISORY

We advise businesses that are seeking to sell all or part of their business. Our invaluable insight into buyer strategy is exactly what it takes to maximise value and efficiently drive a transaction to completion.

**We will:**

Offer strategic insights prior to launching a sale process.

Ensure the business is correctly positioned to be attractive to major buyer groups.

Present your business to potential partners.

Work alongside the management team throughout the earn-out process to maximise shareholder value.



## BUY SIDE ADVISORY

We advise buyers and investors on identifying the best partners and executing the most efficient processes, always focussing on the detail to inform the right decision.

**We will:**

Offer opinion-led, caveat-free advice.

Provide early-stage due diligence, identifying red flag markers early in the process.

Provide financial due diligence.

Provide commercial due diligence.

Target net working capital advice and negotiation; a key area of our experience.

Advise on the key matters to be addressed during final negotiations.



## FUNDRAISING ADVISORY

Through our network of experienced investors, we are able to identify and connect businesses to their best strategic partners, advising them through the process securing the best deal.

**We will:**

Offer strategic insights prior to launching a fundraising process.

Ensure the business is correctly positioned to be attractive to major investor groups.

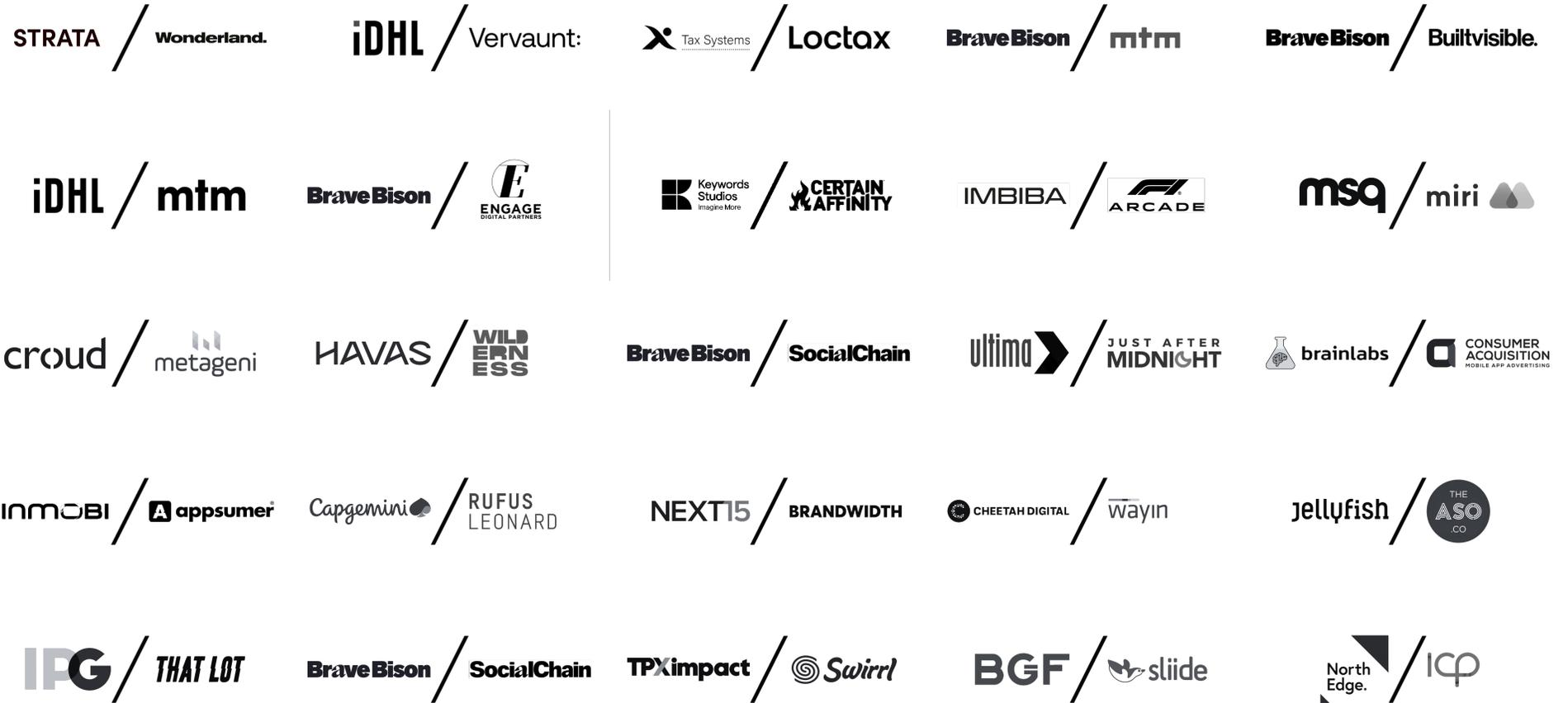
Manage the fundraising process through to a successful completion.

Provide insights from an investor's perspective.

Help position the business to maximise valuation.

Provide advice and assistance in making key strategic decisions.

# We have advised over 100 deals in media & technology. Here are some of them:



# Our proprietary tools and market intelligence provide deep insights, streamlined reporting, and AI-powered solutions.

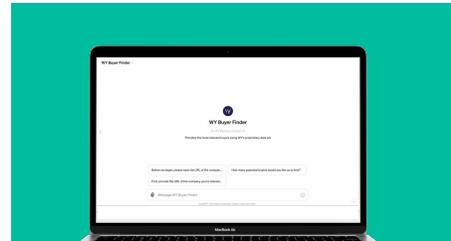
## PROPRIETARY MARKET INSIGHTS

>10,000  
Contacts within our CRM from strategic buyers, investors and tracked targets

PitchBook Microsoft Dynamics 365

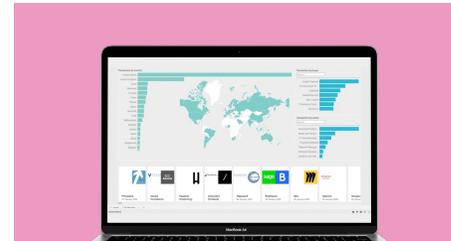
Dynamics CRM optimises deal management with coordination, communication, and buyer tracking. PitchBook access offers market data and insights into buyer strategies, valuations, and transactions.

## WY BUYER FINDER



One of our AI tools, powered by our extensive buyer database, provides valuable insights and best practice knowledge to support informed decision-making.

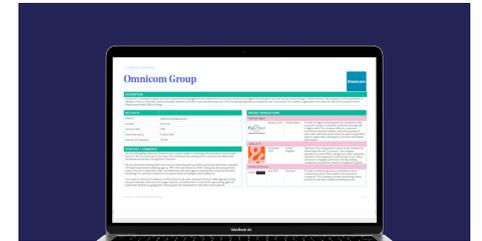
## WY M&A TRACKER



See how we analyse the latest global M&A activity across the media and technology sectors using our live M&A tracker.

[View the M&A tracker.](#)

## BESPOKE INTELLIGENCE



Potential purchaser reports and status updates are key components of WY Partners' ongoing deal tracking, providing visibility into buyer profiles, strategic rationale, deal progress, and next steps for informed decision-making.

If you have any questions on this report or would like to find out more about our services, please do get in touch.

**WY Partners**

London | New York | Los Angeles

Headquarters  
4-6 York Street  
London W1U 6QD  
+44 (0)20 3314 8190  
[hello@wypartners.com](mailto:hello@wypartners.com)  
[wypartners.com](http://wypartners.com)

