

# CASE STUDY

**WE GET THE DEAL DONE**

YFM Equity Partners invested in Force24

TMT



## THE DETAILS:

UNITED KINGDOM



invested in

**Force24**<sup>™</sup>

## KEY TAKEOUTS:

YFM Equity Partners extended its growing portfolio of high-growth technology businesses with a significant growth capital investment into award-winning marketing automation platform, Force24.

## DEAL MAKERS:

Martin Athey, Charlotte Ellerby

## TRANSACTION ANNOUNCEMENT:

Translink Corporate Finance undertook financial due diligence on behalf of YFM.

## SUMMARY:

Force24 is a cloud-based marketing automation platform that allows its clients to deliver personalised marketing campaigns with Customer Relationship Management (CRM) integration. The platform is trusted by a number of household brands including Michelin, Tarmac and BBC Children in Need.