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Magenta Partners sells its stake in iPrism to Bowmark Capital
- Second exit for Magenta in twelve months -

Monday 28 April 2104 - Funds advised by Magenta Partners (Magenta), the entrepreneurial growth investor, has announced that it has sold its stake in iPrism Underwriting Agency Limited (iPrism), to Bowmark Capital.

iPrism is an insurance intermediary that sells policies to brokers and direct customers on behalf of groups such as AXA, Aviva and LV. Its online platform generates quotes and policy documentation in real time, maximising the speed and efficiency of price testing and purchase. Magenta acquired a minority stake in iPrism in November 2010.

Chase Emson, partner of Magenta Partners, said: “iPrism is a great example of a business that has shown consistently strong growth despite challenging economic conditions, and this is largely down to its innovative approach and talented management team. It recognised how an online capability could revolutionise the process of buying SME insurance.

“As a minority investor, we have worked alongside the business from the point that it was just starting to break even to now. It has shown a highly impressive rate of growth and has netted a significant return on our investment. We wish the company great success during its next stage of development.”

Magenta launched in January 2008; since then it has advised on investments into eight UK small and medium sized businesses, including childrenswear retailer JoJo Maman Bebe; and has exited three investments, which include Pure Gym, sold to CCMP Capital Advisors in May 2013 generating an IRR of 76%, and independent media design and production agency Tag Worldwide, which sold to Williams Lea in 2011, generating an IRR of 42%. Across its eight portfolio businesses, Magenta has advised on investments totaling £44 million and returned just over £90 million from its first three exits.

Tom Matthews, partner of Magenta comments: “Our investment performance continues to demonstrate that supportive and knowledgeable capital, when partnered with entrepreneurial and talented management teams in growth businesses, can generate top tier returns for investors without the need for excessive leverage. It is an exciting segment of the market in which to operate given the current environment.”