

## **DEBT AND EQUITY INVESTMENT SPECIALIST IW CAPITAL DRIVES GROWTH FOR BIRMINGHAM-BASED IFA FIRM ELEVATION FINANCIAL GROUP (EFG)**

### **The deal fortifies the private equity firm's position in the debt arena, amidst traditional bank lending for SMEs taking a £2.3bn dip**

Mayfair based private equity firm IW Capital has just completed its latest deal with Elevation Financial Group - an independent financial advisory firm.

IW Capital adopts a sector agnostic approach to equity and debt investments, with an impressive portfolio that includes fintech front-runner WeSwap, micro brewery – Brewhouse & Kitchen and pet-sharing site, BorrowMyDoggy. Following the successful launch of their debt arm at the end of 2016, IW Capital has offered senior and mezzanine debt to SMEs for acquisitions (incl MBOs and MBIs), refinancing, asset purchase and working capital needs. Loans are typically in the range of £500k to £2.5 million and are structured on a case by case basis. IW Capital has provided funding for four separate debt deals to date, each serving as testament to their long-term commitment to support regional scale-ups through both private equity and debt based investment.

Today's announcement comes amidst the latest British Business Bank figures revealing equity and alternative finance are demonstrating strong growth, while bank lending volumes remain relatively flat.

Please see further details of the deal below:

EFG, established in 2011 by experienced financial services professional Tony Smith, is an acquisitive Birmingham based IFA practice which had previously completed nine acquisitions within the Birmingham to London corridor,

The financing represented IWC's first senior convertible loan facility, which offered investors either a redemption premium option or the right to convert a bullet amount to a minority equity stake at maturity,

The loan will facilitate Elevation to be able to continue with its successful programme of acquisitions pinpointing quality IFA firms in the South East and Midlands.

If you would like to discuss further, please don't hesitate to get in touch.

Kind regards

Richard

Richard Fulloway  
Account Manager  
42 Bruton  
02071833189