



**High Growth
Private Equity.**

**NorthEdge
Capital**



Beyond the capital

Objective

Establish a recognised and admired private equity fund with a clear point-of-difference

What we do

- Working with the founding partners to establish brand values and personality that drives all decision-making as the business develops
- Media relations to position NorthEdge as a fund that invests in the regional economies from offices in Manchester, Leeds and Birmingham
- A media relations programme reinforcing the national and international significance of NorthEdge and the extraordinary portfolio company growth stories
- Branding strategy including brand story, creation of a logo, the design and build of a mobile friendly website, office outlook and supporting marketing collateral
- Positioning NorthEdge partners and investment directors as experts in the private equity press and as spokespeople on issues that affect UK businesses
- Awards programme to showcase the incredible results that NorthEdge has achieved

Results

- The largest European private equity fund that was established post-2008
- The launch and completion of two successful funds, totalling £525m
- Fund II, which closed in 2016 at £315m, invested £85m in six companies in its first 18 months, representing c. 30% of the Fund
- 9 successful exits including Utiligroup, Fine Industries and Ramsdens Financial
- 13 award wins including Small Buyout House of the Year at the 2017 Unquote British Private Equity Awards
- Extensive regional and national press coverage each month including Daily Telegraph, The Times, Financial Times, Manchester Evening News, Insider and TheBusinessDesk.com

“

MC2 captures an entrepreneurial spirit – they understand how business works and they certainly understand how private equity works

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Grant Berry, Managing Partner at NorthEdge Capital



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