



**High Growth
Private Equity.**

**Palatine
Private Equity**



Leading regional private equity

Objective

Position Palatine as the leading regional private equity firm in the UK lower mid-market and raise the profile of the investment team

What we do

- Media relations on new deal completions and portfolio exits
- Corporate communications to cover company milestones, fund developments and team changes
- Award entries for some of the UK's most credible ceremonies in the UK private equity industry
- Thought leadership to provide insights on the UK deals market and areas such as responsible investment
- Design, build and development of a user friendly website that hosts engaging content for a range of audiences
- Video interviews with key stakeholders including portfolio CEOs and strategic advisors to help articulate the firm's brand story
- Content for social media (LinkedIn and Twitter)

Results

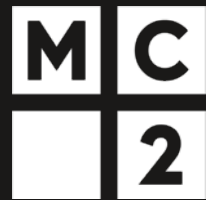
- UK wide exposure on the final closing of three Funds, totalling £470m over 10 years
- Palatine is the first private equity firm in the lower mid-market space to launch a £100m Impact Fund
- National exposure on 25 deal completions in sectors ranging from healthcare products to recruitment, and cyber security to hospitality
- Six successful exits including Air Energi (3x return), Playnation (2.5x return), Hallmark Hotels (2x return) and XLN Telecom (4.5x return)
- Won a series of national, regional and trade awards including Responsible Investor of the Year at the Unquote British Private Equity Awards 2017 and Investor of the Year at the City A.M. Awards 2017
- Participation in roundtable discussions and industry events to raise the profile of the investment team and position them as experts in their field
- Over 1,800 followers on LinkedIn and 2,700 followers on Twitter

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MC2 have been with us from the start. One of the main reasons we chose MC2 was their experience in financial services and the fact they can work across the whole comms strategy

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Gary Tipper, Managing Partner at Palatine Private Equity



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