

Transactionupdate

Investment **£4.5 Million**
Type **Buy and Build**



Completed: August 2008
Sector: Mobile Games
Website: www.connect2media.com

The company

- Connect 2 Media is a cross-platform games publisher that was founded in November 2007 by gaming entrepreneurs Eric Hobson and Peter Scott.
- The company was formed to develop interactive entertainment for consumption via mobile, online and digital TV channels.
- Connect 2 Media has just secured the mobile rights to high impact titles such as Guitar Hero and the World Poker Tour in the EMEA region.

Deal

- Acuity Capital committed £4.5m of equity capital to support the company in acquiring the EMEA assets of US mobile games developer, Hands-On Mobile.
- This transaction will strengthen Connect 2 Media's mobile global distribution capabilities in support of its vision of offering leading games across multiple platforms. Post the deal, the company now distributes across EMEA, Latin America and South East Asia.
- Hands-On and Connect 2 Media will maintain a reciprocal global publishing partnership.
- Antony Fraser from Acuity Capital will sit on the company's board.

Investment in Media

Acuity Capital is a smaller companies investment specialist that looks to support proven management with highly developed growth strategies. With significant experience of the media and entertainment sector, Acuity Capital is the ideal partner for media companies looking for added value from their financial partner.

Connect 2 Media is Acuity's seventh unquoted media investment. Its media division's other existing unquoted media investments include: extreme sports publisher Factory Media, games production company Emote Games, Target Entertainment, the TV rights management business, Acrobat Group, the catalogue CD and re-issue specialist, Munro Global, the market research company and most recently Red Reef Media, which acquired the magazine TNT.

About Acuity Capital

Acuity Capital specialises in providing £2 million to £6 million of equity finance for buyouts, buy-ins and development capital for UK companies in transactions with an enterprise value of up to £20 million.

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