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For immediate release

BMS Finance provides £5 million senior debt facility to Mercury Media Group (“MMG”), an innovative company specialising in the media sales sector.

BMS Finance, the specialist provider of debt finance to small and medium-sized, privately owned companies, today announces the completion of its fourth and largest senior debt financing to MMG. The loan is structured as a senior, 5 year loan which will enable MMG to acquire media inventory from market leading media companies.

MMG, established in London in 2010, has structured over \$100m of funding to date, for the purchase of media inventory from media owners across print, out-of-home, radio, TV and online advertising sectors. Their tailored solutions provide liquidity to media companies who want access to cashflow whilst simultaneously helping accelerate growth for those media owners by utilising strong global advertiser and media agency relationships.

Shane Lanigan, Director at BMS Finance comments, “Having backed MMG successfully in the past we were delighted to have been approached again to assist in their ongoing funding requirements allowing them to pursue new media sales opportunities. The team at MMG have proven their ability to successfully drive media sales and we look forward to continuing to work with them.”

Leon Cutler, Chief Executive Officer of Mercury Media Group added, “Our existing relationship with BMS Finance meant they were the obvious partner to approach for this opportunity. They are committed to supporting our business long term through this facility.”

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BMS Finance

BMS Finance is a specialist SME finance company with funds to lend to growing, established businesses backed by robust business models and talented, experienced management teams. BMS Finance is currently deploying into the SME debt finance market from its new fund backed by its management, GLI Finance and the British Business Bank.

BMS Finance focuses on high growth companies at or approaching profitability that require between £0.5 million and £5 million of debt to finance working capital, capital investment, acquisitions, MBOs or other specific growth-related opportunities.

Mercury Media Group

Mercury Media Group is a trading name of Mercury Media Science Ltd, an innovative, London based company focussed on helping media owners achieve their full advertising sales potential through the provision of capital together with associated media sales expertise.

British Business Bank Investments Limited

British Business Bank Investments Limited is the commercial arm of the British Business Bank. It aims to earn a commercial return by investing through providers of finance to smaller businesses and small mid-caps, pursuing investments on a fully commercial basis without receiving any advantage from the government.

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