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FOR IMMEDIATE RELEASE

**BMS Finance provides £5 million of senior debt finance to the Clicksco Group (“Clicksco”), a market leading ad tech group of companies specialising in the mining and manipulation of big data in the retail, finance and travel sectors.**

BMS Finance, the specialist provider of debt finance to small and medium-sized, privately owned companies, today announces completion of its tenth deployment from its British Business Bank Investments Limited-backed investment vehicle. The senior-secured, 5 year loan will enable Clicksco to further build on its impressive, historic annual growth through the execution of the numerous identified opportunities in both its existing and new vertical markets.

Clicksco, established in 2009, is a multi-million pound ad tech company with leading technology and expertise in customer lead generation, web search, comparison shopping and affiliate marketing services. Working closely with the market leading partners such as Google, Yahoo and Amazon enables it to cast its net extremely widely, acquiring large numbers of potential customers with ease. These long-standing partnerships together with an impressive and resilient technology platform gives Clicksco an ideal vantage point from which to spot trends and market opportunities in order to maximise customer acquisition for its clients.

Martin Ling, Director at BMS Finance comments, “We are delighted to have had the opportunity to back the impressive management team at Clicksco. Clicksco’s mix of experience and capability both at board and operational level together with its proprietary technology capability has enabled it to deliver consistent, impressive top line growth over the past 6 years and marked it out as exactly the type of company that we look to support.”

Mark Nosworthy, Chief Financial Officer at Clicksco Group added: “At Clicksco, our core offering is digital marketing so we lean towards like-minded partners such as BMS Finance who are both technologically-advanced and customer-centric. Securing this funding from BMS Finance gives Clicksco the opportunity to accelerate the deployment of our market leading technology platform, Customer Connect, which has already attracted high profile partnerships in the Media, Retail and Travel markets.”

#### Enquiries

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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 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.

## **Clicksco**

Clicksco is a multi-million pound ad tech company, employing over 200 people from operations in 14 countries, including UK offices in Teeside, Southend and London.

Customer Connect is a proprietary customer acquisition platform that can predict the specific product interest and likely occasion for a visiting customer, projecting frequency of purchase and potential profitability.

Marketing messages can then be flexed to target desired features and benefits, pursuing target customers as they navigate their chosen world online – presenting personalised landing pages to increase conversion rates and drive optimised margin.

## **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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