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FOR IMMEDIATE RELEASE

BMS Finance provides £3.25 million of senior debt finance to KBH On-Train Media, the UK's leading on-train advertising business.

BMS Finance, the specialist provider of debt finance to small and medium-sized, privately owned companies, today announces a new investment in KBH. The senior-secured, 4 year loan ensure KBH's capital base is appropriate for its forecasted growth within the UK train network.

KBH specialises in making advertiser messages an integral part of the rail user's travel time. They have exclusive media partnerships with thirteen train operating companies: Abellio Greater Anglia, C2C, GTR Thameslink, GTR Great Northern, First Great Western, London Midland, London Overground, Southern, Gatwick Express, Southeastern, Southeastern High Speed, South West Trains and Stansted Express.

Ewan Stradling, Director at BMS Finance comments, "We were attracted by the market positioning of KBH, who through its exclusive, long term contracts with train operating companies has built an impressively profitable advertising company which has clear opportunity to broaden its service and product offerings, particularly in the digital space."

Ian Reynolds, CEO at KBH added: "BMS's ability to give us certainty of funding through the process, together with executing the deal efficiently, enabled the distraction to the business to be minimised. Our capital base now enables us to execute on our strategic goals."

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, with operations in the UK or Ireland 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.

KBH

KBH On-Train Media, is the UK's largest rail media company, enabling train operating companies to drive revenue from their passengers both offline and digitally. KBH sells around 65,000 advertising spaces in 6,500 carriages across 13 TOCs on an overall network running from Liverpool to Exeter. Its adverts capture approximately 6.7 million train travellers every 4 weeks.

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