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## HSBC AND BGF SUPPORT FOUR COMMUNICATIONS' EXPANSION WITH £15M FUNDING

***\*\*HSBC supports leading communications agency's acquisitive growth strategy\*\****

***\*\*Funding package includes £5m loan, and £10m growth capital\*\****

Market-leading integrated communications agency, Four Communications, plans to grow its enterprise by continuing its acquisition programme following a £15 million joint funding package from HSBC and BGF.

London-headquartered Four Communications has a total of seven offices across the UK and internationally, including in Dubai and Abu Dhabi. The expansion will allow the firm to grow its client base significantly. The business currently provides communications services to blue chip companies across a dynamic range of sectors, including the public sector, travel and property.

To support Four Communications' growth, HSBC provided a £5 million finance backed loan, which will be used over a five year period, while BGF provided £10 million in growth capital. The funding has so far seen the company acquire MSA Media, Broadgate Mainland and FBA Associates in 2015. Combined, the current and future acquisitions will allow the company to expand the services it provides to its internationally-recognised, growing client base.

Nan Williams, chief executive of Four Communications, said: "Launched in 2001, Four Communications has grown from a team of seven people, to some 240 professionals across the UK and the Middle East. Turnover has reached more than £40 million.

"In such a competitive industry it's vital that we remain on the forefront of the business agenda and adapt to the rapidly evolving communications market place. HSBC has intimately understood this and, as a result, provided a tailored funding package which gives us the mobility to acquire new businesses."

Tom Wood, HSBC Regional Co-Head for Corporate Banking in London, said: "This deal was led by HSBC's Ceri Jones and Jason Mowe, who completed the transaction quickly and efficiently to help Four Communications implement their growth strategy. Following this latest tranche of funding, Four Communications' annual earnings are expected to grow significantly this year.

"They are a great example of a London-based business which is seizing every opportunity to grow not just in the city, but internationally, to remain a market leader within the communications industry. We look forward to supporting the growth of their enterprise in the future."

**Ends**

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**Notes to Editors:**

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