

PRESS RELEASE

**Permira Credit Solutions III acts as lender  
in Trilantic Europe's acquisition of YM&U Group**

**01 October 2018, London** – Permira Debt Managers (“PDM”), one of Europe’s leading specialist debt investors, has today announced that direct lending fund Permira Credit Solutions III (“PCS3”) is acting as lender in the financing of the multi-million dollar acquisition of YM&U by Trilantic Europe.

YM&U - formerly James Grant Group until it was rebranded alongside the sale - is the leading integrated management company for clients in sports, music and entertainment.

The deal continues PDM’s strategy of partnering with successful, fast-growing businesses globally and supplying the funds to support their continued growth, both organically and inorganically.

**Dan Hatcher, Investment Director at PDM, commented:**

“The underlying market drivers in the sector are compelling with content consumption booming. YM&U has proven to be extremely well-placed to exploit this opportunity, becoming a market leader in both Europe and the US. The Group has effectively diversified its revenue streams into new industry verticals such as scripted and music over the past few years and significant opportunities remain for this to be further built upon.

“It is also great to be partnering with Trilantic Europe for the first time to support their plans for the company’s expansion.”

YM&U provides professional career advice to clients in a broad range of sectors, from TV/film and sports to music and social. Its track record of acquisitions and mergers include US based music management firm Deckstar, rugby management business Top Marque Sports, entertainment management company Troika, music management company Machine Management and football sports agency Impact SM. The Group’s clients include actors Keeley Hawes and Michael Fassbender, TV presenters Holly Willoughby and Graham Norton and music acts Steve Aoki, Blink-182 and Clean Bandit.

**Media Contacts:**

**Montfort Communications**

Woolf Thomson Jones  
woolf@montfort.london

**+44 203 770 7916**

**About Permira Debt Managers**

Permira Debt Managers is one of Europe's leading specialist debt investors, advising investment funds and products which have provided more than €5bn of debt capital to over 120 European businesses. Owned by Permira and PDM's partners, PDM was established in 2007 and aims to partner with high quality, growing businesses across Europe to provide the capital they require and generate market-leading risk adjusted returns for investors.

To achieve this PDM follows three key investing strategies: Direct Lending, Structured Credit and CLO Management. PDM also has a distinctive origination platform which benefits from the strength of Permira's extensive network including 6 European investing offices in UK, France, Germany, Sweden, Italy and Spain, and 5 sector teams specialising in Consumer, Financial Services, Healthcare, Industrials and Technology.