

# “Ascential-ly” a great deal

March 2020



## Bank of Ireland Corporate Banking's London based TMT team has provided £40m of an upsized debt facility that will accelerate Ascential's further growth.

Bank of Ireland's TMT Team has committed to a £40m hold in Ascential's upsized £450m Revolving Credit Facility. Ascential is a specialist global information company that helps the world's most ambitious businesses win in the digital economy. Their information, insights, connections, data and digital tools address customer needs in Product Design, Marketing and Sales.

Ascential provides information, insights, connections, data, managed services and digital tools to solve customer problems. Serving global product companies and their partners, Ascential focus on consumer packaged goods, other consumer-led industries, FinTech and marketing.

Ascential also host premium events including Cannes Lions and Money 20/20.

Mark Birkenshaw, Bank of Ireland Corporate Banking's UK Director of Media commented "We are really pleased to have been able to

provide a meaningful increase in our support for the business by way of additional debt and adoption of the Agency role going forward."

Steve Bonnelame, Head of Treasury at Ascential commented "Mark and his team were extremely supportive and clear in what they could deliver in the refinance. The team are proactive, have a great understanding of the business, and are supportive of our strategy. BOI have been lenders to us for most of the past 12 years and we are delighted to have BOI as one of our pillar relationship banks and as Agent for the bank group."

### Media Expertise

- Online Media
- Business Information
- Events & Conferences
- Marketing Services
- Price Comparison Websites
- Radio
- TV Broadcasting & Production
- Print Publishing
- Post Production Facilities
- Education
- Music Publishing
- Out of Home Advertising

February 2020



# ASCENTIAL

£450,000,000

Senior Debt Facilities  
Mandated Lead Arranger  
and Agent

Contact Us



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# Bank of Ireland