



## **Rising digital workplace star Unily attracts \$68m growth investment**

Monday 17<sup>th</sup> June 2019

- Investment to supercharge the global expansion of this fast growth British SME
- Unily has achieved 60% year on year growth for the last two consecutive financial years
- Unily's digital experience platforms are transforming the way companies communicate internally and collaborate

(Guildford, Surrey, UK) – Unily<sup>1</sup>, the leading digital workplace platform today announces it has attracted a \$68 million growth investment from Silversmith Capital Partners and Farview Equity Partners. Post investment, Silversmith and Farview will hold a significant minority stake in the business and with board representation will support the existing management team on its ambitious international growth strategy.

Founded in 2005, Unily creates award-winning digital workplaces designed to improve collaboration, engage a geographically spread workforce and increase productivity. Unily employs 120 people across the UK, America and the Far East. It has a portfolio of FTSE 250 and Fortune 500 clients spanning a diverse range of sectors including financial services, aviation and FMCG and big brands such as McDonald's, British Airways, Mars, Shell, Cathay Pacific, Microsoft and L'Oréal.

Market growth for digital workplaces is expected to be from \$13.4bn in 2018 to \$35.7bn by 2023 globally according to MarketsandMarkets™.<sup>2</sup>

This investment will provide Unily as a proven challenger brand with the scalability to seize this market opportunity and capture market share from more established providers. Furthermore, Unily is already investing in AI innovation that is forecast to be the focus of the next wave of growth in the digital experiences space.

Will Saville, Co-Founder of Unily, said: "This investment will provide Unily with the potential to disrupt the global digital experiences marketplace at greater pace and with broader reach than ever before. We have invested in and developed a platform already used and recognised by global brands as providing answers to some of the toughest questions for multi-nationals around productivity, employee engagement and organisational culture. Having invested heavily in next generation technologies like AI across content, search, UX and analytics, Unily is poised to respond to the anticipated further growth in market demand."

Richard Paterson, Co-Founder of Unily, said: "We are looking forward to working with Silversmith and Farview, two investors with significant experience building world-class technology companies, to take Unily

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<sup>1</sup> Registered with Companies House as Bright Starr Ltd.

<sup>2</sup> <https://www.marketsandmarkets.com/Market-Reports/digital-workplace-market-81457101.html>

onto even greater success. We feel inspired by this third party endorsement of the potential for global expansion driven by our insight on and our reaction to the fascinating ways global workplace structures are changing. Our innovative platforms facilitate information flows and integration without compromise for simplicity of use, security or privacy. Today's largely virtual workforces create multi-layered challenges for senior management teams of the world's largest companies in embedding a cohesive vision and turning it into reality. Unily has been recognised as a 'best in class' solution to such commercial fundamentals."

Todd MacLean, Managing Partner, Silversmith Capital Partners, said: "Our business model is pretty simple, we partner with exceptional entrepreneurs in important markets and support them however we can to help realize their long-term vision. We believe Will and Rich are two such entrepreneurs and have built a company in Unily that is capable of changing how a great many people are able to do their jobs – better, faster, more efficiently. We couldn't be more excited to continue the journey with them."

John Rosenberg, Co-Founder and Partner at Farview Equity Partners, said: "Unily epitomizes what Farview looks for in a category-defining company. Will, Rich and their talented team have developed an innovative digital experience platform, a scalable and capital efficient go-to-market model, and an engaged and delighted customer base representing some of the world's leading brands and places to work. We are thrilled to partner with Unily as they transform how global organizations engage their employees, customers and suppliers in a more meaningful and personalized way."

Unily credits its success to its platform being versatile, scalable and adaptable, as well as easy for IT teams to implement. It is a trusted partner to a diverse portfolio of global brands and already boasts more than two million users worldwide.

GCA Altium was the appointed Advisor and Norton Rose provided legal representation to Unily. Charles Russell Speechlys served as legal counsel to Silversmith and Farview.

### **About Unily**

Formed in 2005, Unily is a British tech firm that makes the next generation of digital workplaces for global companies. They make work better by bringing together the best social channels, apps, communication tools and software packages in one place to help people to be more productive and communicate more easily in and out of the office, wherever they work. They help their clients to create a culture of collaboration in teams, departments and regions and ultimately to build greater confidence and belief in a company's vision and purpose. Unily employs 120 people across the UK, US and the Far East and has a portfolio of FTSE 250 and Fortune 500 clients including McDonald's, Shell, Mars, British Airways and L'Oréal. [www.unily.com](http://www.unily.com)

### **About Silversmith Capital Partners**

Founded in 2015, Silversmith Capital Partners is a Boston-based growth equity firm with \$1.1 billion of capital under management. Silversmith's mission is to partner with and support the best entrepreneurs in growing, profitable technology and healthcare companies. The firm seeks to invest \$15 million to \$75 million per company. Representative investments include ActiveCampaign, Centauri Health Solutions, Digital Map Products, Impact, LifeStance Health, MediQuant, Nordic Consulting Partners and Validity. The founders have over four decades of collective investing experience and have served on the boards of numerous successful growth companies including Ability Network, Dealer.com, Liazon, Liberty Dialysis, MedHOK, Net Health, Passport Health, SurveyMonkey, and Yapstone. [www.silversmithcapital.com](http://www.silversmithcapital.com)

**About Farview Equity Partners**

Farview Equity Partners invests in growth-oriented enterprise and financial technology companies in Europe. Founded in 2019 by a team of highly experienced professionals with sector-specific growth equity, operational and legal backgrounds, Farview's mission is to empower European enterprise and financial technology companies to grow beyond their current horizons. Farview invests exclusively in software/SaaS; technology-enabled information and business services; and financial technology companies. The firm makes both minority and control investments that range from €15 to €50 million, targeting businesses with enterprise values below €250 million. Headquartered in London, Farview leverages its deep network, extensive resources and pattern recognition of past successes to help drive differentiated outcomes.

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