



26 Apr 2011

**Your Future advised by Green Square on its sale to Meteorite**

We're pleased to announce the sale of a majority stake in strategic brand consultancy Your Future to integrated direct response agency Meteorite. Green Square acted as advisor to the shareholders of Your Future throughout the process. Your Future has worked closely with Meteorite since 2009 and its acquisition will further augment the offer of both businesses, helping create one of London's largest independent direct agencies.

Green Square was able to provide an external perspective to the process ensuring an equitable transaction structure was reached, and the strong relationship between the parties was maintained. Green Square provided close support to the shareholders of Your Future on all key commercial terms, while also ensuring all strategic options were given proper consideration.

Clive Cooper, co-founder and a shareholder of Your Future, commented:

*"Green Square's support throughout the process was invaluable. Their depth of knowledge and transaction experience ensured they could guide the negotiations with confidence. This, combined with their focus and attention to detail, allowed us to quickly complete a transaction to the benefit of all."*

Tony Walford, a Green Square partner, commented:

*"We're consistently seeing examples of complimentary businesses coming together to maximise strategic advantage and this is a perfect example of where it works to best effect. We are very pleased to have been able to formalise the relationship between Your Future and Meteorite in negotiating a transaction which delivers on both parties' current and future ambitions."*

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**Contacts**

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### **About Green Square**

Green Square Partners LLP is an independent corporate finance and business advisory firm focused on the media and marketing services sector.

Since its launch in 2008, Green Square has completed a number of successful transactions, ensuring its clients receive both full value for their business and a strong foundation for their future success.

### **About Your Future**

Founded in 2004, Your Future is a brand consultancy providing insight to UK SMEs through to global corporations. It employs circa 10 people and is based in central London.

Your Future has proven expertise in a range of industry sectors, with particular strength in retail, FMCG, publishing and media. It works with clients to create more certainty and understanding about change and to help build business today. Its deep experience and breadth of skills in innovation, brand strategy and research ensure Your Future keeps its clients one step ahead, be they looking to innovate, reposition their brand or get fresh insight.

### **About Meteorite**

Meteorite is a leading independent integrated direct marketing agency. Founded in 1998 and based in central London, Meteorite has grown to over 70 staff.

Meteorite forges strong client relationships based on partnership and collaboration, retaining as a result a number of clients since inception. Core to delivering great campaigns is Meteorite's highly motivated and engaged team - in 2010 Meteorite was proud to be voted 6th Best Small Company to Work for in Britain (Sunday Times).