

Intriva Capital acquires stake in MoneyPlus Group

Partnership will also see Intriva provide significant new funding to support expansion



London, 24 February 2021 — Intriva Capital (“Intriva”), an independent alternative asset manager, today announced that it had acquired a significant stake and supported a management buy-out in MoneyPlus Group (“MoneyPlus”), one of the UK’s largest providers of consumer debt advice. Intriva will provide additional funding to further enhance the depth, breadth and value of services for MoneyPlus’ customers in a total investment program of £60 million.

MoneyPlus Group was founded in 2010 to help people who are struggling with their finances to find the right solutions to their problems. It has grown to become one of the UK’s largest providers of private debt advice and planning, working with over 50,000 customers each year. Alongside its core debt advice service, MoneyPlus Group also provides household energy solutions and legal services to its customer base. MoneyPlus is headquartered in Manchester, employs more than 170 people, and is regulated by both the Financial Conduct Authority (FCA) and the Solicitors Regulation Authority (SRA).

Intriva’s backing of the management buyout, led by Chris Davis, the longstanding Chief Executive of MoneyPlus Group, will accelerate the expansion of the company’s services to a wider range of customers across the country, at a time when debt advice is increasingly necessary. The existing MoneyPlus management team will continue in their existing roles.

Simon Finn, Managing Partner at Intriva Capital, commented: “Chris and his team have successfully grown MoneyPlus to become a leader in its field with a reputation for understanding customer needs and acting with the upmost responsibility. This transaction is an opportunity for us to

invest in a high-growth, dynamic business with a strong management team and an ambitious plan to support underserved markets and geographies.

Commenting, Chris Davis, Chief Executive Officer at MoneyPlus Group, said: “When we began talking to the Intriva team, it was clear that they understood our business and broader sector and, perhaps most importantly of all, shared our core values and ethos of supporting customers fairly and responsibly at all times. With Intriva’s backing, we’ll continue to grow the business and help more people in need of financial advice and assistance.”

In December 2020, Intriva announced the acquisition of Lending Works, as well as the provision of significant additional funding to scale-up the lending platform’s operations. Lending Works has recruited former Zopa president Jonathan Kramer as Chief Operating Officer with a mandate to create a new institutional funding division.

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About Intriva Capital:

Intriva is an independent alternative asset manager investing in mid-market companies throughout Western Europe. As a value investor, Intriva focuses on companies with high tangible asset backing and strong long-term growth potential. The firm manages discretionary capital on behalf of leading institutional investors and has offices in London, Frankfurt and Madrid.

About MoneyPlus Group:

MoneyPlus Group is based in Manchester and employs 170 people. The company is one of the UKs largest providers of consumer financial and lifestyle services and advice. It provides advice and assistance to circa 50,000 consumers and clients across debt advice, energy- and legal services. The largest part of the Group is the debt advice business, which doesn’t lend money to consumers rather it works with them to find the most appropriate debt repayment vehicle, be that a Debt Management Plan or another solution. The group has grown by way of acquisitions – completing more than 20 to date and subsequently ventured out in the areas of energy and legal, focusing in on a strategy of creating a presence in as many homes in the UK as possible.

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