

## Momentum advise on the £22 million sale of global baby sleep provider Gro Group



- Momentum Corporate Finance has advised on the sale of Gro Group.
- The Gro Company, based in the UK, produces innovative products sold worldwide which help children aged from 0 – 5 get a good night's sleep.
- Momentum has worked with Gro Group since 2010, providing ongoing strategic advice, advising on an equity restructuring in 2010 and the sale to management and Mobeus Private Equity in 2013.
- Dave Gough, Chief Operating Officer of The Gro Company commented:

*“It has been a pleasure working with the team at Momentum again, who provided calm and clear advice throughout the process. The partners’ personal involvement and guidance was invaluable in achieving an excellent result for the shareholders. I would highly recommend Momentum to any shareholders seeking to maximise the value of their business – the team did a great job.”*

**Momentum is a corporate finance boutique blending blue-chip experience and levels of service with an independent and entrepreneurial outlook**