



Momentum advises Invitation Digital Limited on sale of controlling interest to Vodafone



- Momentum Corporate Finance has advised Invitation Digital Limited and its shareholders on the sale of a controlling interest to Vodafone plc.
- Invitation Digital is the driving force behind Vouchercloud, the UK's leading mobile phone based provider of exclusive discount vouchers with over two and a half million downloads.
- As part of the transaction Invitation Digital will also receive significant further equity investment from Vodafone plc, which will enable it to grow its brand internationally.
- The transaction provides a partial exit for the founder shareholders and also provides Invitation Digital with a firm basis for continued growth.
- Chief Executive Officer of Invitation Digital, Scott Davidson, said:

“Momentum did an excellent job. Throughout the process the partners’ personal involvement and clear advice was invaluable. We needed a team with senior advisory resource, capable of negotiating effectively with a large international organisation, and Momentum were ideal.”

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