



Baird Capital invests in Freemarket, **boosting growth potential**

DEAL FLASH | FINANCIAL SERVICES | JULY 2023

DEAL SNAPSHOT

Oaklins Cavendish, based in the UK, acted as buy-side advisor to Baird Capital on a growth capital investment by its global private equity team in Freemarket.

The investment supports Freemarket’s continuing fast growth and international expansion, and also provides a partial cash-out to existing shareholders.

Founded in 1989, Baird Capital makes venture capital, growth equity and private equity investments in strategically targeted sectors around the globe. Since 1989, the firm has raised and managed more than US\$4 billion, and invested in over 335 portfolio companies.

Freemarket, which was set up in 2011, provides its customers with reliable and efficient B2B cross-border payments through its proprietary technology platform. Freemarket’s global banking network and innovative technology platform enables customers to send payments/funds efficiently to over 100 countries in 140 currencies, removing cross-border payment complexities, improving transparency and increasing efficiency.

“We are delighted to have completed this investment and look forward to partnering with the Freemarket management team as they seek to capitalize on the market opportunity before them. It has been a pleasure to work with Ben, Marc and the team at Oaklins Cavendish on this transaction — we valued the support and expert sector knowledge they provided throughout the process.”

MICHAEL HOLGATE
PARTNER
BAIRD CAPITAL
UNITED KINGDOM

OAKLINS PLAYED A KEY ROLE IN THIS TRANSACTION

Oaklins Cavendish, based in the UK, acted as buy-side advisor to Baird Capital on a growth capital investment by its global private equity team in Freemarket. Oaklins provided advisory services to Baird Capital, leveraging its deep experience in the payments and fintech sector, and delivered by a multiproduct team covering private markets M&A and public markets insight.



MARKET TRENDS & DEAL DRIVERS

- Core cross-border B2B payments market was sized at US\$1 trillion in 2021, growing at 11% per annum.
- As cross-border transaction volumes and values increase, banks that traditionally serve the B2B market are shaping their fee and service structure to prioritize high-volume/high-value payments coming from MNCs and Tier 1 institutions.
- As banks still serve the majority (~75%) of the market, there is considerable scope for fintech specialists to continue gaining market share.
- Specialist share is expected to grow from ~25 to ~30% of the market by 2025.



TALK TO OUR ADVISOR

✉ BEN GOLDRING

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Ben leads Oaklins' financial services team. He is also a director at Oaklins Cavendish, one of Oaklins' member firms in the UK, where he is head of financial services. He has worked across a number of key segments within the sector, with a focus on insurance, payments and fintech. Recent transactions he has completed include the sales of Hamilton Fraser to Global Risk Partners, London & Capital to Lovell Minnick Partners, and Sentenial Group to EML Payments.

“The regulated cross-border payments market is large, growing and increasingly sophisticated. I expect there to be continued investment in the sector as independent specialists grow their market share.”

BEN GOLDRING
OAKLINS CAVENDISH



OAKLINS HAS CLOSED 227 DEALS IN FINANCIAL SERVICES

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 45 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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