

UK's leading pre-paid funeral plan provider acquired by private equity firm

DEAL FLASH | CONSUMER & RETAIL, FINANCIAL SERVICES | SEPTEMBER 2023

DEAL SNAPSHOT

The shareholders of Pure Cremation have sold the company to Epiris Fund III. The transaction is subject to regulatory approval and is expected to be completed before the end of the year.

Pure is the leading provider of pre-paid, trust and insurance-backed funeral plans in the UK, allowing people to plan and pay for their own end-of-life arrangements, consequently relieving their families of the stress and expense of doing so. Pure is also a pioneer in direct cremations, which are simple, unattended cremations without a contemporaneous funeral service. This low-cost alternative to a traditional funeral enables a deceased person's family and friends to mark their loss at a time and place of their choosing.

Epiris is a UK-based private equity firm with more than 25 years' experience. The firm invests in opportunities to transform and reposition performing or stressed businesses in partnership with exceptional management teams.

“The Oaklins Cavendish team did a fantastic job, running a truly competitive process and managing the transaction with great skill. They were crucial in delivering this deal and its successful outcome — many thanks to the whole team.”

**BRYAN POWELL AND
CATHERINE POWELL**
CO-FOUNDERS
PURE CREMATION
UNITED KINGDOM

OAKLINS WAS INSTRUMENTAL IN FACILITATING THIS DEAL

Oaklins Cavendish, based in the UK, advised the founders and shareholders on their complete exit following nearly eight years of growing the company to be one of the country's leading funeral plan providers, with an impressive customer-centric business model. Oaklins Cavendish ran a full auction process, obtaining several offers before driving value by utilizing this competitive tension to negotiate the optimum deal value and structure for the vendors.



MARKET TRENDS & DEAL DRIVERS

The direct cremation market has grown rapidly in recent years, thanks in large part to Pure's efforts to raise awareness of this more affordable and environmentally friendly alternative to traditional funerals.

The aging population, the rising cost of funerals and the increasing popularity of pre-paid funeral plans are all factors that are likely to continue driving growth in this market. Service providers that can adapt to the changing needs of consumers, as Pure has done, are well positioned to succeed in this nascent market.

M&A VALUATION ASPECTS

The financial details of the transaction are confidential, but the value was in the upper range of current market multiples.

The EBITDA multiple and the appeal of the asset were primarily driven by three factors: its solidified position as the market leader in the UK, its transparency around regulatory dealings and favorable socioeconomic tailwinds.

TALK TO OUR ADVISORS

✉ BEN GOLDRING

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Ben leads Oaklins' financial services team. With 12 years of experience, 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 as well as advising Bair Capital on its growth capital investment in Freemarket.

✉ JONATHAN BUXTON

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With over 25 years' experience in mergers and acquisitions, Jonathan leads Oaklins' consumer & retail team as well as the consumer team at Oaklins Cavendish, which focuses on branded businesses in the retail, consumer goods, food, leisure and luxury sectors. High-profile transactions he has advised on include Orlebar Brown, Naked Wines, OKA, Neilson Holidays, Jollyes Petcare, Margaret Dabbs, Mindful Chef, Java Republic and Boardman Bikes.

"Pure operates as a data-driven, D2C fintech business and continues to disrupt its chosen market in late-life financial planning. The recent FCA regulation in pre-paid, trust and insurance-backed plans will no doubt spur additional investment and consolidation in this space, and Pure is very well-placed to continue to scale and innovate in late-life planning products. I look forward to watching their continued success."

BEN GOLDRING
OAKLINS CAVENDISH



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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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