

STELLA EOC

# Feefo sold to Vespa Capital

2018



## Feefo: the disruptive global technology company empowering brands to make smarter decisions

*“The team at Stella EOC have been immense in guiding us through the process from start to finish. It certainly is not our area of expertise, and with their support every step of the way it allowed us the time to focus on continuing the success of the business and not be distracted too much from day-to-day operations.*

*Over an 18 month period, they have helped across many areas of our business to increase its value to potential interested parties and leveraged every opportunity to maximise the transaction result we were looking for.*

*We are delighted with the result and would have no hesitation in recommending the Stella EOC team. They are also great fun, which helps!”*

Andrew Mabbutt and Matt Eames, Co-Founders of Feefo

Founded

2010

Brands who use Feefo's platform

3,500+

Accolades (2016 & 2017)

Tech Track 100

Headquarters

United Kingdom

## Feefo: one of the UK's leading ratings, reviews and insights solutions

Feefo is a disruptive global technology company empowering brands to make smarter decisions and improve consumer experiences by leveraging the full potential of real customer reviews.

Feefo Holdings was established in 2010 by Andrew Mabbutt and Matt Eames, achieving rapid expansion, and being recognised by The Sunday Times Tech Track as one of Britain's 100 fastest-growing private technology companies.

Earlier this year Feefo gained status as a Google Partner and is seen as a leader in review-based advertising. Feefo uses machine learning through its “Smart Themes” and “Performance Profiling” solution to help customers instantly find the information they want in real-time, while clients gain an easier and faster route to customer insights and trends.

## Chief Revenue Officer Matt West has completed a management buyout, backed by private equity house Vespa Capital

Chief Revenue Officer Matt West, supported by the management team, has completed a management buyout of the business, backed by London-based private equity house Vespa Capital.

The deal means, the management team acquires the shareholdings from the two Feefo co-founders, CEO Andrew Mabbutt and CSO Matt Eames, along with that of Chairman Nicholas Wheeler.

The strengthened team now comprises: Matt West as Chief Executive Officer; Richard Sawney, Chief Finance Officer; Paul Greatbatch, Technical Director; Steph Heasman, Director of Customer Success; and James Winn, US Vice President of Sales and Operations.

**Stella EOC acted as sole advisor to the sellers.**