



SECTOR  
**Consumer**

**Invested 2016**

## Timeline

- 1999 - Direct Ferries founded
- 2016 - Livingbridge invests

## Online ferry ticket aggregator

Direct Ferries is the world's largest online ferry ticket aggregator. Founded in 1999, it sells ferry tickets on behalf of companies like P&O Ferries, Stena Line and Brittany Ferries.

Our investment is helping Direct Ferries grow its network of ferry companies and invest in its global ticket distribution capability. We're also looking at international expansion with the Asian and US markets earmarked as potential future growth areas.

As part of the transaction, Beauport Partners, led by Greg Wills, will also be investing and providing strategic support to the Direct Ferries management team. Wills was the co-founder and CEO of Rentalcars.com (originally named TravelJigsaw) which is now part of the Priceline Inc Group. Livingbridge invested in TravelJigsaw between 2008 and 2010 and are delighted that Direct Ferries will now be able to benefit from the world class e-commerce expertise of Wills and his colleagues in Beauport.

*"Livingbridge is a great fit for our business, with a proven track record in supporting fast-growing, online businesses. Our aim is to capitalise on both their investment and their know-how to boost our presence internationally and realise our growth potential."*

**Matt Davies**

Non-Executive Director, Direct Ferries

From the start of  
our journey together

**60**

Full-time employees

To the company today

**120**

Full-time employees



## Building the best

Significant investment in technology and headcount to rapidly scale the business



### Customer acquisition & retention

We worked with the business to implement scalable PPC campaigns and introduced automation in marketing to increase efficiency and provide greater bandwidth to the team.



### Talent

We have invested heavily in building out a market leading team who can capitalise on the opportunity available to Direct Ferries



### Data & insight

Our growth acceleration team worked alongside the business to build out picture of customer lifetime value and repeat rate. The analysis surfaced opportunities to improve customer engagement post purchase and drive repeat buyers through lower cost acquisition channels.



*“Direct Ferries is a fantastic example of a 21st century e-commerce business that is revolutionising the sector in which it operates and we’re delighted to support Matt and his team in capitalising on the strong market position they have. As consumers increasingly demand online services that provide value for money, we are confident that Direct Ferries can continue to offer a high quality online service and great customer experience.”*

**Daniel Smith**  
Investment team, Livingbridge

## About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We’ve done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what’s right for them and their business.

London Birmingham Manchester Melbourne Boston



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