



SECTOR  
**Services**

**Invested 2016**

### Timeline

- **1989** - Broadstone founded
- **2016** - Livingbridge invests
- **2016** - Appoints CFO and chairman
- **2017** - Acquires Mitchell Consulting and 2020 Trustees
- **2019** - Acquires CS Financial Services
- **2019** - Acquires Thomson Dickson Consulting
- **2019** - Acquires 3HR Benefits Consultancy
- **2019** - Acquires BBS Consultants and Actuaries

## Pensions and employee benefits provider

Broadstone provides pensions, employee benefits, actuarial and investment services advice to small and medium-sized employers, pension scheme trustees and individual pension scheme members. Livingbridge’s investment is helping Broadstone build, scale and broaden its offerings by supporting the management team’s growth strategy and making selected acquisitions.

## For now and for the future

Starting with a small consulting business in 2017, Broadstone has grown organically and through M&A, to become an award winning independent mid-market provider of significant scale.

*“Our new partnership with Livingbridge is the start of a successful long-term relationship and allow Broadstone to continue its current growth trajectory. Our immediate plans are to focus on identifying the most suitable M&A partners to build on this growth, which in turn will help us achieve our future goal of becoming one of the leading employee benefit consultants for the mid-market. We look forward to an exciting future with Livingbridge.”*

**Broadstone**

From the start of  
our journey together

**136**

Employees at entry

To the company today

**200**

Employees today



## Building the best

# 5

bolt on acquisitions

Starting with a small consulting business in 2017, Broadstone has grown organically and through M&A, to become an award winning independent mid-market provider of significant scale.

## The right tools for growth



### M&A

We supported Broadstone to acquire Mitchell Consulting and 2020 Trustees in 2017, followed by CS Financial Services, Thomson Dickson Consulting, 3HR Benefits Consultancy and BBS Consultants and Actuaries in 2019. These acquisitions demonstrate Broadstone's ability to successfully execute a buy and build value creation strategy. The business has shown it is able to consolidate the market and so gain operational efficiency through scale, but whilst retaining its proposition of mid-market independence which attracts both the clients and talent crucial to winning market share. The business has a meaningful pipeline of further acquisition opportunities which will further strengthen and extend its competitive offering .



### Internationalisation

We helped Broadstone expand into Asia through the acquisition of 3HR Benefits Consultancy, who specialise in providing services to expat employees for corporates based in China, Japan and Korea.



### Talent

We strengthened the senior team, including the appointments of a new CEO, CFO and chairman in 2017. This was followed by a build out of the exec team below them including clearer definition of divisional leadership and hiring a Chief Commercial Officer.



### Customer acquisition & retention

We guided Broadstone in their online customer acquisition strategy to include an SEO/PPC strategy, a CRM for real-time pipeline management and the recent launch of an employee engagement portal.



*"We are excited about the opportunity to work with Broadstone's management team in building a leading force in the employee benefits space. We look forward to helping the business achieve organic growth and supporting it in making acquisitions."*

**Xavier Woodward**  
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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