



SECTOR
Services

Invested 2018

Timeline

- **2018** - Livingbridge invests
- **2018** - Appoints non-executive Chairman
- **2019** - Rebrands as Jensten Group Ltd
- **2021** - Acquires Packetts
- **2021** - Acquires Andvance Insurance Agencies
- **2021** - Acquires Tasker Insurance Group

Independent insurance broker

Jensten Group is one of the UK's largest independent insurance broking groups, comprising three distinct but complementary and integrated divisions; a retail broking operation that includes a number of specialist brands, the Coversure franchise network, and a wholesale division with underwriting and broking capabilities. The Group has grown to over 100 offices throughout the country and presently controls more than £320m of Gross Written Premium (GWP).

Livingbridge invested in 2018 to support the growth of the business via acquisitions, new locations and the services offered. Further growth will be delivered by extending the product range, developing expertise in niche areas and continued investment in technology.

From the start of
 our journey together

168

Employees at entry

To the company today

450

Employees today

The right tools for growth



Customer acquisition & retention

We're working with Jensten Group to identify ways to improve both customer acquisition and retention through driving the customer value proposition.



Talent

We sourced top talent to expand Jensten Group's senior leadership team, including CFO, Chair and the Managing Director of Wholesale.

"Our journey with Livingbridge has been one of exciting growth, with the business having more than doubled in size by every key metric - revenue, profit and people. Our combined strategy of organic growth coupled with buy & build acquisitions has delivered strong results and will continue to do so with the market-leading team we now have in place, as we focus on building a great business that has its customers and its people at its heart"

Alistair Hardie

Group CEO, Jensten Group

About Livingbridge

Livingbridge is a leading mid-market private equity firm investing in established fast growing businesses valued up to £300m, in four core sectors – consumer, healthcare and education, services, and technology.

Headquartered in London UK, with offices in the US and Australia, Livingbridge's international footprint, local knowledge and network has supported successful growth at more than 170 companies over the last 25 years, turning many into household names.

As of 31 December 2021, Livingbridge has £3.2 billion of assets under management.

London Birmingham Manchester Melbourne Boston



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