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INVESTMENT YEAR: 2016

REALISATION YEAR: 2020

SECTOR: Services

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.

From the start of the journey together

136

Employees at entry

To the world today

200

Employees today

Building the best

5

bolt on 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.

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 .

Deliver a mergers & acquisitions strategy →

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.

Expand internationally →

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.

Find top talent →

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.

Improve customer acquisition & retention →

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
Broadstone

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 arena. We look forward to an exciting future with Livingbridge.

Former Chief Executive, Broadstone

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Grant Stobart
CEO, Broadstone

Broadstone 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
- 2020** Livingbridge realises investment

