

# Mail Order Company Makes Ultimate Sale

## Management Buy-In of Kingstown Associates Limited

**Strategic Corporate Finance acted as lead deal adviser in the disposal of Kingstown Associates Limited, a retail mail order company based in East Yorkshire.**

Strategic Corporate Finance was tasked with finding a buyer for the owners of the eight year old company as the current major shareholder and company founder sought to realise his investment.

Kingstown is a retail mail order company operating 7 catalogue brands, with catalogues mailed to a customer database of 1.4 million. The main brands are Health Living Direct, Inspired Choices and Housewares Direct and contribute towards an anticipated turnover of £14 million in 2008.

Strategic Corporate Finance led the transaction which attracted significant interest from the big PLC listed mail order companies, but the preferred bidder was a Buy In team, led by Nigel Mellor and colleagues, who was formerly Managing Director of Damart UK.

