
Our investments

TMT

HEG

Hosting and domain services
www.heg.com

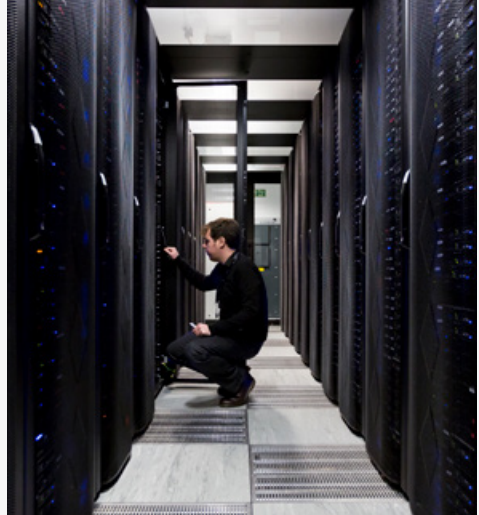
Acquired

August 2013

HQ

UK

(European operations)



Investment Summary

Cinven's TMT team identified Europe's hosting and domain services sub-sector as an attractive market for consolidation, supported by underlying growth as companies migrated towards cloud computing and SMEs sought increased web presence. HEG was the ideal platform to capitalise on the opportunity, given its high-calibre management team with a strong track record of completing and integrating acquisitions and the company's subscription model, which created high earnings visibility.

During our ownership, our Portfolio team supported HEG's rapid growth, working with a further strengthened management team on several priority areas. These included reshaping the organisational structure, identifying cross-selling opportunities, optimising the pricing strategy, improving the technology platform, rolling out best practice across the organisation and developing new products.

At the end of 2016, Cinven successfully agreed the sale of HEG to US strategic buyer, GoDaddy Inc. The sale completed in spring 2017.