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APEX INITIATES CAPITA ACQUISITION OF VOICE MARKETING

Apex Corporate Finance (“Apex”) is pleased to announce that it has initiated the acquisition of Voice Marketing Limited (“Voice”), a contact centre business specialising in outbound sales and retention activity, for its client Capita plc (“Capita”).

Voice was formed in in 2006 with five staff and now employs over 500 people at two sites in Sheffield and has blue chip clients from the telecoms, retail and utilities sectors. It will provide Capita with a highly developed sales and retention capability and will complement the customer care capability within Capita Customer Management.

Mike Barnard, Executive Director of Capita Customer Management said “Voice has an excellent reputation in the independent contact centre world. The acquisition will enhance Capita’s capability; together we can offer clients a better choice when clients are looking to drive sales and retention campaigns. Voice also further strengthens Capita’s footprint in South Yorkshire. It is located close to Dearne Valley where Capita has very large inbound, and some outbound, contact centre operations.”

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Apex Corporate Finance is a leading Independent Corporate Finance house specialising in Acquisition and Sale Initiation Services across a range of sectors for FTSE 100, small and mid cap plcs, private equity funds and portfolio companies and owner managed businesses.

For further information regarding our services, please contact Paul Warren, Managing Director on 07970 727531 or by e-mail on paul.warren@apexcorporatefinance.co.uk