



## MATISSE PLAYS KEY ROLE IN SALE OF 72 FILMS

Indie advisory service Matisse played a leading part in the growth of 72 Films and its recently announced acquisition by Fremantle.

Matisse Chair Nick Curwin and CEO Scarlett Ewens have been working with 72, their first client to be sold, helping founders David Glover and Mark Raphael.

An early review of all aspects of the business led to a report that set the strategy for the coming years. Matisse helped 72 as they prepared to go to market and chose investment bankers to advise them on their exit, then supported them throughout the sale process.

Glover and Raphael said: "Matisse gave us the benefit of their expertise and experience. They were also incredibly generous with their time, and contacts. We loved working with them, they are brilliant at what they do."

Curwin said: "Mark and David are superb creative leaders who deserve all the credit for founding, running and growing such a brilliant and attractive indie that produces such excellent content. I'm delighted that they turned to Matisse for advice, that we were able to help them achieve a knockout sale and that they've found a great home in Simon Andreae and his team."

Matisse was founded in 2019 by Curwin, Ewens and Director of New Business Edwina Silver. Its clients include Minnow Films and Sandpaper Films, several Nations and Regions indies plus a number of other unannounced production companies who prefer their relationship with Matisse to remain under the radar.

Curwin added: "72's sale is the first of what we expect to be a string of varied eye-catching activity with which Matisse is involved. Watch this space."

72 Films were also advised by ACF Investment Bank, who provided investment banking services, and Goodwin, who provided legal services.

If you'd like to talk to us in confidence about how we can help support your business,  
please contact Edwina Silver: [edwina@matisse.media](mailto:edwina@matisse.media)  
For more details about Matisse and what we do visit [www.matisse.media](http://www.matisse.media)