

## **Brackendale and Depositado. enter private equity web JV**

**London - 3 November 2015** - Brackendale Consulting Ltd, a boutique agency offering bespoke services to private equity clients, has partnered with Dutch web specialist Depositado., to provide a professional web service for firms within the private equity industry.

The joint venture combines Brackendale's extensive private equity and design experience with Depositado.'s longstanding web production skills; having built websites, intranets, extranets, interactive annual reports and more for blue-chip companies such as KLM, Adecco, CEVA Logistics, Nestlé Nutrition and TNT.

Brackendale and Depositado. recently worked together to carry out the complete overhaul of European mid-market investor Gilde Buy Out Partners' website: [www.gilde.com](http://www.gilde.com).

Tom Muizers, Partner at Gilde Buy Out Partners comments, "Brackendale advised Gilde on the design and the text of its new website, which Depositado. successfully developed for a second time. The cooperation between all three parties went well and we were satisfied with the end result."

Brackendale and Depositado. will work closely with individual private equity clients to develop a road map for new websites, making sure their online presence is in harmony with their corporate branding. They will oversee the building process from inception to final execution, giving plenty of opportunity for feedback along the way.

"There are too many private equity houses out there with tired-looking websites that haven't been updated in the last five to ten years and painfully in need of a revamp," says Fay Margo, founding CEO of Brackendale. "This is surprising given websites are often the first port of call for investors being targeted to make fund investments worth millions."

"Our combined skillset means we have all the necessary tools to create impactful and high quality, mobile-friendly websites for clients within the private equity sector," says André Hoogendam, founding CEO of Depositado. "Around 50% of website visitors use mobile devices to view content, yet many websites are still not optimised for mobile devices."



Since being founded in mid-2013, Brackendale has built up a solid client base of leading European private equity clients including Cipio Partners, August Equity, Gilde Buy Out Partners, Activa Capital and Qualium Investissement.

In addition to web services, Brackendale provides both media relations and fundraising support, including the production of professional marketing materials such as investor presentations, newsletters, private placement memorandums, pitch books, and investment teasers.

For more information please contact: [info@brackendaleconsulting.com](mailto:info@brackendaleconsulting.com) or [contact@depositado.com](mailto:contact@depositado.com)

- **ENDS** -

#### **About Brackendale Consulting Ltd**

Brackendale Consulting Ltd ([www.brackendaleconsulting.com](http://www.brackendaleconsulting.com)) is a European boutique consultancy offering bespoke services to clients within the private equity industry. The firm specialises in media relations and fundraising support, as well as producing professional investor marketing materials and redesigning websites. Brackendale employs multilingual staff with deep sector experience and an extensive contact network across the private equity community.

#### **About Depositado.**

Depositado. ([www.depositado.com](http://www.depositado.com)) is a creative strategy, design and development agency specialised in mobile and computer web solutions and based in the Netherlands. The company counts both small and large blue-chip companies amongst its global client base, and its work is seen and used by over a million people each day.

