

Social media influencer agency Goat looks to click with £400m suitor

One of Britain's most successful marketing industry start-ups of the last decade is to weigh plans for a blockbuster sale amid an explosion in demand for its services from multinational brands.

Sky News understands that London-based agency Goat, which has worked with Formula E motor racing, UberEats and Tinder, is working with advisers on a review of its strategic options.

The influencer-focused agency is understood to have appointed GP Bullhound, a corporate finance adviser specialising in the technology sector, to help it field interest from potential buyers.

A full sale is not inevitable, although City sources believe that a deluge of interest from financial and trade buyers means some form of deal is highly likely.

Goat's trio of founders, who established the company in 2015, sold a minority stake to Inflexion Private Equity just over a year ago.

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The valuation at which that deal was done was not disclosed, but sources said Goat had soared in value since then.

"The business is absolutely flying," said one, who suggested that a transaction could put a price tag of as much as £400m on the company.

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Goat was set up by Arron Shepherd, Harry Hugo and Nick Cooke, who previously worked together at a fan engagement app called Sportlobster.

The company is now chaired by Tim Weller, a successful serial entrepreneur whose current boardroom roles include chairing Trustpilot, the online reviews platform.

Inflexion and GP Bullhound declined to comment.