

## UHY advises on Moneyshake fundraising

**Moneyshake, the car leasing price comparison site, has secured fresh investment to fuel further growth of its business, create new jobs and roll out the next stage of its price comparison technology including a dynamic PCP platform.**

Moneyshake was launched in 2019, backed with £500,000 of seed capital from institutional and private investors. In the first 12 months of being live, the business has delivered more than £5M of written vehicle contracts. The business has also formed key commercial partnerships with MoneySuperMarket and Clearscore, running their car leasing channels.

### The deal

Our UHY corporate finance team, led by partner David Kendrick and supported by Dominic Eccles, advised Moneyshake on the deal, helping to secure significant equity investment from automotive veteran Darren Guiver.

Darren was the managing director of Fortune 500 listed motor giant Group 1 Automotive's UK division. He has spent more than 35 years in the motor industry, having built up and sold his own network of dealerships before becoming managing director of Group 1 Automotive UK, a position he held until 2019.

Darren's active involvement in the business will enable Moneyshake to fast-track their business plan, providing access to key relationships that will help add more finance methods to their already market-leading leasing presence.

Commenting on the deal, Darren Guiver, said: "As the motor industry faces unprecedented challenges, Moneyshake's technology is poised to revolutionise the way new cars are bought and sold. Price comparison has been static for many years and our enhancements will create a new engaging way for customers to buy and the motor trade to sell – ensuring the best deal for everybody. Beyond car finance, I'm excited to see which other industries the technology can 'shake up'".

Eben Lovatt, CEO of Moneyshake, commented "Darren is the perfect investor to join our team. Not only does this investment make a major positive impact on our business but his wealth of knowledge, motor industry contacts and commercial acumen is exactly what we need during our next stage of growth."

David Kendrick, added: "The Moneyshake team and technology is something I haven't seen before and feel that they are primed to make a real difference in the automotive space but also other markets longer term. Darren's involvement will certainly accelerate the business considerably and it will be a very exciting journey ahead."

### How we can help you

Our team of corporate finance specialists at UHY have significant experience in advising and supporting all types of client from private, owner managed companies and fellow professionals to quoted companies and institutions.

Whether you are looking to buy or sell a business, raise finance or support with business valuations or financial modelling, our services are tailored to meet your individual requirements. We can advise you on the entire transaction, from initial approaches to negotiations and completion, or carry out individual tasks, including:

- business valuations
- financial modelling
- raising finance
- selection of target or finding the best buyer
- initial approaches
- assessment and/or due diligence
- negotiations and deal structuring
- valuation and getting the right price
- tax mitigation and investment planning.

### The next step

For further advice, please contact:



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Or visit our [dedicated automotive page](#) for more information.

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