



# PROJECT CRESCO

## BUSINESS OVERVIEW



SIA Group has an excellent opportunity to acquire the business and assets of Project CRESCO a specialist UK-based healthcare agency delivering research, strategic and creative solutions for clients across the pharma, biotech, diagnostics and public health sectors.

The business has developed a unique approach driven by AI and behavioural science to underpin project delivery across the full brand lifecycle including research, strategy and creative delivery. This approach has enabled the delivery of deep, actionable insights into clinician, patient and system behaviour, which the business can leverage into high-impact strategies and campaigns supported by evidence-based reasoning to deliver faster, measurable outcomes.

Over the past 18 months, the business has diversified beyond Tier 1 pharma into public health and diagnostics, creating a resilient, multi-sector revenue base, together with a pipeline of confirmed and recurring work. Its integrated approach combining upstream behavioural intelligence with powerful downstream creative engagement has positioned the business as a strategic partner of choice for major global clients across a brand's lifecycle, helping to secure multi-year global MSAs.

## OPPORTUNITY HIGHLIGHTS



- **Established + Differentiated:** High-growth potential underscored by AI and behavioural science expertise
- **Blue-Chip Client Base** across the healthcare industry, with strong evidence of customer retention
- **Healthy Multi-Sector Pipeline:** Diversified, de-risked opportunity base with 3 active pitches ongoing today
- **Proven Growth Conversion:** 50% proposal-to-project win & 60% pitch win, underscoring fit for clients
- **Operational Maturity:** EOS-embedded leadership model with performance management
- **Scalable Growth Model:** €10m growth plan provided including lean overhead, high specialist utilisation

## ASSETS FEATURED



- **Client Contract Portfolio:** Multi-year MSA and SLA-based contracts across diverse range of clients
- **Validated Pitch Pipeline:** Active multimillion-pound opportunities with Tier 1 global, EU, UK clients
- **IP Portfolio** of 11 proprietary AI-enabled products underpinning behavioural science methodology
- **Award-Winning Reputation:** 45+ awards in 10 years across research and creative showcasing excellence
- **Case Validation:** Over 30 documented case studies evidencing real-world application with top-tier clients
- **Skilled Agile Team** with deep behavioural training and AI fluency embedded across all teams

## DEADLINE



A deadline for expressions of interest has been set for **Monday 28th July 2025 at 5:00pm (BST)**, with a deadline for final offers set for **Friday 8th August 2025 at 5:00pm (BST)**.

## FURTHER INFORMATION

Requests for further information should be addressed to Emre Turan of SIA Group. Contact details have been provided.

Access to additional information including access to a virtual data room can be provided on receipt of signed NDA. All offers to be supported by proof of funding.



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