# Mission Group to Review Brave Bison's £32.3 Million Takeover Proposal



Digital marketing firm Mission Group is considering a £32.3 million takeover proposal from rival Brave Bison. On May 25, Brave Bison, which owns the Social Chain agency founded by Dragons’ Den star Steven Bartlett, proposed an increased bid of approximately 35.1p per Mission share. This follows an earlier bid rejected by Mission Group.

Brave Bison's revised proposal suggests giving Mission shareholders a 50% stake in the new company and a partial cash alternative of up to 50% of the offer price. However, Mission Group's board currently believes the offer does not adequately reflect the firm's value to the combined entity.

There is ongoing evaluation of the offer, with a formal response anticipated soon. Brave Bison, supported by billionaire Lord Michael Ashcroft, has until June 9 to finalize its offer under City Takeover Panel regulations.

Brave Bison, which operates in nine countries, asserts that the merger would create one of the UK’s largest independent digital marketing agencies. Mission Group employs over 1,100 staff and serves clients like Google and Porsche.