MOVOQ

Progress Powered

Equity Partner Proposition

Flexible investment for independent insurance brokers

Your business.
Your next move.

A Movo Partnership proposition

You have built something valuable

What happens next should be your decision.

Building a successful brokerage takes judgement, resilience and years of commitment. When the time comes to think about growth, succession or releasing some of the value you have created, the answer should not have to be all or nothing.

Movo Q gives established insurance brokers more options. We can invest from a minority shareholding of around 25% through to majority ownership or a complete acquisition, depending on the business and what its owners want to achieve.

Not every broker wants the same outcome

Release value	Take some value off the table without necessarily selling everything.
Accelerate growth	Bring in capital to recruit, expand, invest or pursue opportunity.
Plan what comes next	Create a considered route towards succession, reduced ownership or exit.

Investment built around your next move

Some business owners want capital to grow while continuing to lead. Some want to release a proportion of the value tied up in their brokerage, or invest in technology and AI. Others are starting to plan for succession or are ready to explore a full sale.

Movo Q is designed to be there at each of these points. Every opportunity is fully considered, taking into account the business, the people and the culture, along with the outcome the owners are looking to achieve.

Minority	An investment starting from around 25%, allowing an owner to release value or bring in capital while remaining meaningfully invested.
Majority	Movo takes a controlling interest while the founder or management team may continue to lead and grow the business.
Full acquisition	A route for owners who are ready to sell the business completely, with the structure agreed around the individual circumstances.
Acquisition support	Investment to help an existing brokerage acquire another business or book as part of its own growth plans.

What could investment make possible?

Investment creates options for you and your business.

Release capital personally

Realise some of the value you have already built, without necessarily stepping away.

Recruit and build the team

Add capability, leadership or specialist expertise to support the next phase.

Acquire a brokerage or book

Move more quickly when the right opportunity becomes available.

Invest in technology or infrastructure

Strengthen the platform behind the business and improve how it operates.

Open new locations or enter new markets

Back a credible expansion plan with capital and practical support.

Shape succession over time

Reduce ownership gradually and create a more orderly path for the future.

Your choice

Depending on the agreed transaction, proceeds may be used personally, reinvested into the business, or combined across both objectives. The right answer is the one that reflects what you want to achieve.

More than capital

A Movo Q business gains an investor, but it also gains the wider strength of Movo Partnership.

We are not looking to put our logo above every door or run every brokerage from the centre. We want to invest in good businesses and help the people within them keep growing and achieve their true potential. That means bringing practical support, insurance market relationships and a broader broker community alongside the capital.

Insurer relationships

Support around markets, agencies, capacity conversations and escalation.

Risk & compliance

Practical regulatory support, frameworks, training and access to experienced people.

Placement

Help navigating difficult risks and accessing placement expertise where appropriate.

Systems & technology

Established systems, workflow knowledge, training and operational support.

People & development

Recruitment, talent, training and leadership development to strengthen the team.

Business growth

Planning, business development, acquisition thinking and shared experience.

Community

Connection with brokers who understand the realities of building independent firms.

Wider expertise

Access to people across Movo who can help solve problems and identify opportunity.

Your business.
Your identity.

Investment should strengthen what makes a brokerage valuable.

You can stay involved

Taking investment does not automatically mean stepping away. In fact, we want you to stay. We do not want to run broking businesses. we want to invest in them. You and your management team can continue running the business and leading its development. Day to day decisions remain with management, with significant financial or strategic decisions involving Movo in a way that reflects the agreed ownership and governance structure.

Branding remains flexible

A Movo Q investment does not automatically mean the existing business name and reputation have to disappear. We are not precious about this. Especially where the brand has value, it should be retained. In other circumstances, a Movo identity may be the better commercial route, but this is your decision. We agree what makes sense for the business rather than forcing every investment into one model.

Influence is clear and proportionate

Movo is an active strategic shareholder, not a silent provider of capital. Our involvement will reflect the level of ownership and the agreed governance. The principle is simple: management continues to manage, while material decisions are made together with the involvement appropriate to the structure and your business plan. We simply want to see you grow and become more successful.

Who Movo Q is for

Movo Q is aimed at established insurance brokerages and owners considering the next phase of their journey. We do not apply a single published GWP, turnover or EBITDA threshold. We look at the whole opportunity, including the quality of the business, the people, the culture and its potential.

The growth-focused broker

You can see the opportunity, but additional capital and support would help you move faster.

The ambitious acquirer

You want to buy another brokerage or book and need a strategic investment partner.

The founder releasing value

You want to realise part of what you have built while remaining involved in the future.

The succession planner

You are thinking ahead and want a structured route rather than a single all-or-nothing event.

The owner seeking a partner

You want experienced people around the table, not just funding.

The owner ready to sell

You are considering a complete exit and want a buyer who understands independent broking.

The business with identity

You value your brand, clients, people and culture and want those strengths recognised.

The business with potential

You may not fit a rigid formula, but there is a strong case for what the business can become.

From conversation to partnership

Confidential, individual and focused on mutual fit. If it does not feel right for either party, either can step away.

01

Confidential conversation

Understand your business, your ambitions and the outcome you want to create.

02

Mutual fit

Explore the people, culture, opportunity and whether Movo is the right partner.

03

Indicative structure

Discuss the potential level of investment and the broad shape of a transaction.

04

Due diligence & valuation

Complete the appropriate commercial, financial, regulatory and legal assessment.

05

Agreement & partnership plan

Agree ownership, governance, responsibilities and what happens after completion.

06

Build what comes next

Put the investment and wider Movo support to work against a shared plan.

Your business.
Your next move.

Movo Q creates more ways forward. You may want to release some value while continuing to lead. You may need capital to recruit, acquire or expand. You may be planning succession gradually. Or you may be ready to discuss a complete sale.

Whatever the starting point, our approach is the same: understand the business, listen to what the owner wants, and explore whether we can build the right partnership around it.

Let's start with a confidential conversation

Let's explore what investment could make possible for you, your people and your business.

Movo Q opportunities are considered individually and are subject to mutual fit, valuation, due diligence, approval, legal documentation and agreed terms. This document is for discussion and marketing purposes only and does not constitute an offer, valuation or commitment to invest.