

Case Study

Supporting the Strategic Acquisition of AI Leader Satalia by WPP to Strengthen Global Tech & E-commerce

Artificial intelligence continues to redefine how global businesses operate, compete, and engage their customers. From predictive automation to intelligent optimisation, AI's impact now reaches far beyond data science teams, reshaping operations, customer experience, and strategic decision-making.

Princelet has long operated at this intersection of technology and transformation, helping founders and shareholders realise value in fast-evolving markets where innovation drives demand.

The Credential

In 2021, Princelet advised Satalia, a UK-based AI technology leader, on its acquisition by WPP, one of the world's largest advertising and communications groups. Founded by Dr. Daniel Hulme, Satalia combines machine learning and optimisation to help global organisations improve efficiency and make smarter decisions.

The acquisition positioned Satalia as WPP's global AI hub, joining Wunderman Thompson Commerce and expanding WPP's technology and e-commerce capabilities. Dr. Hulme also became WPP's Chief AI Officer, guiding AI strategy, ethics, and integration across the group.

How We Helped

Princelet partnered with Satalia's leadership team to deliver a competitive, efficient and strategically aligned transaction process:

- **Preparation:** Worked closely with management and founders to develop a compelling equity story, highlighting Satalia's transformative AI technology, robust financials and strong enterprise traction.
- **Marketing:** Created targeted materials to communicate the strategic value of Satalia to potential acquirers, emphasising its proprietary AI solutions and client success stories.
- **Negotiation:** Directed negotiations and deal structuring between Satalia and WPP, driving alignment on strategic objectives while maximising value for shareholders.
- **Closing:** Led and coordinated due diligence and deal execution activities, ensuring the transaction closed on schedule.



Value Delivered

- Positioned Satalia as a strategic AI asset for WPP, enhancing its technology and e-commerce offerings.
- Translated complex AI technology into a clear, commercially compelling equity story for global acquirers.
- Created and led a highly competitive process, driving exceptional shareholder value and positioning the business for sustained growth under new ownership.
- Reinforced WPP's capabilities in AI-driven enterprise solutions.