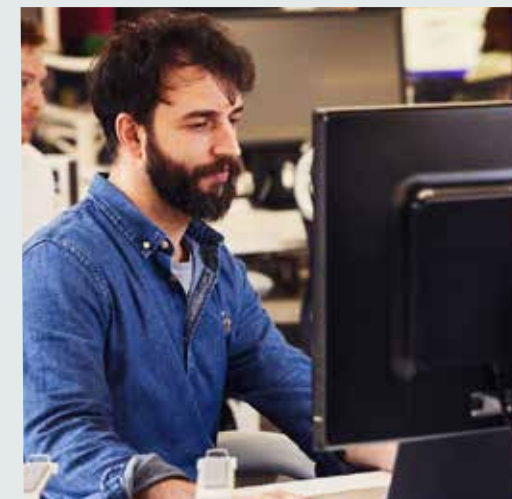


SOHO
SQUARE

CreateFuture

ACCELERATED GROWTH



LOCATION

Edinburgh, Glasgow, Leeds,
London (UK), Sofia (Bulgaria)

DATE OF INVESTMENT

2023

DATE OF REALISATION

2026

SECTOR

Technology / Digital Consultancy

INVESTMENT TYPE

Growth Capital

Growth metrics



REVENUE

ENTRY 2023

EXIT 2024

£31m ↑ £56m



ADJ. EBITDA

£3m ↑ £7.6m



EMPLOYEES

451 ↑ 506



GEOGRAPHIES

UK ↑ UK, Europe
and US

21%
REVENUE
CAGR

36%
EBITDA
CAGR

23%
IRR

SUCCESSFUL EXIT TO VERSION 1
- GLOBAL LEADER IN DIGITAL
TRANSFORMATION



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ABOUT CREATEFUTURE

Founded in Scotland in 2010, CreateFuture is a market-leading digital consultancy with over 500 experts across Edinburgh, Glasgow, Leeds, London and Sofia (Bulgaria).

CreateFuture helps enterprise organisations accelerate transformation across their people, product, processes and platforms.

It combines deep technical expertise with a people-led culture, supporting clients to design, build and scale digital products and platforms – delivering end-to-end solutions across the UK and US.

The firm is known for its AI-native approach to software engineering and its market-leading strength in iGaming and regulated sectors, including financial services.

“ We chose the right partner in Soho Square to support us through an important phase of our growth whilst allowing us to retain control and minimise dilution. With their backing, we have accelerated growth, expanded our capabilities and strengthened our position in the market. We are proud of what we have achieved together and are excited about the next chapter as part of Version 1.

Euan Andrews
Founder and CEO
CreateFuture



“ Euan and his team have been outstanding partners. They had a clear vision for CreateFuture and the talent to deliver it, and our role was to provide the capital and support to help them execute at pace. The result is a business that has scaled significantly and built a real reputation for complex digital transformation.

James Smallridge
Director
Soho Square Capital



“ CreateFuture is a high-quality business and we are proud of the market-leading growth the team has delivered. Working closely with Euan and his team, the business has scaled at pace, building a differentiated offering and an impressive client base. We believe Version 1 is an excellent strategic partner for the next phase of growth.

Joe Tebbutt
Director
Soho Square Capital



Q Why did CreateFuture choose to partner with Soho Square?

A Euan Andrews: "There's a real gap in the market servicing founder-led businesses that want to accelerate growth without giving up control. Soho Square's flexible capital, structured as a minority investment, was far less dilutive than the equity alternatives and let us retain control of the business we'd built.

That combination of capital, structure and hands-on expertise made them the ideal partner for this phase of our growth."

Q How did CreateFuture deliver such strong growth?

A Euan Andrews: "With Soho Square's backing we scaled the business at pace – expanding our geographic footprint, broadening our service offering and strengthening our senior leadership team.

The rebrand from xDesign to CreateFuture reflected that broadened capability and ambition.

Throughout, we stayed focused on delivering end-to-end digital solutions for clients undertaking complex transformation programmes across the UK and US."

Q What support did Soho Square provide?

A Euan Andrews: "Soho Square provided flexible capital alongside genuine hands-on support, while letting us get on with running the business. They brought healthy, robust challenge and an alternative perspective at board level, which sharpened our thinking. They also backed our expansion and our investment in the senior leadership team, helping us strengthen our position as a partner of choice for complex digital transformation work."

Q What made CreateFuture a good investment for Soho Square?

A James Smallridge: "CreateFuture is exactly the kind of business Soho Square is built to back – ambitious, founder-led, and looking to accelerate growth while keeping control. It is a strong example of how our approach works in practice: partnership capital alongside hands-on support, while the founder and management team retain majority ownership and benefit from the value they create. It's been a pleasure partnering with Euan and his team, and Version 1 is an excellent strategic home for the next chapter."

