



Apex Strategic Marketing Partners

WebSCAN *performance review*

Asset class: Private equity

Region: UK

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Introduction to WebSCAN

Our WebSCAN tool objectively assessed almost 1,000 private equity (“PE”) and venture capital (“VC”) websites.

- How effective are websites across the UK private equity industry?
- Which managers have the highest-scoring websites?
- What are they doing well?
- How can they take their sites to the next level?

Today’s investors don’t wait for a meeting to learn about a manager. They will typically visit the manager’s website before agreeing to the meeting.

By the time they meet, an investor will have already formed a strong opinion about the firm. Changing that opinion will be difficult.

Given the critical role they play in the fundraising (and origination) process, how effective are alternative asset management company websites?

This is a difficult question to answer.

Most analysis of websites is highly subjective. That is how most of us view and rate the websites we see. Limited Partners (“LPs”) don’t typically consider objective metrics such as word counts or page loading times explicitly. They don’t make a formal, logical, objective assessment of whether they like the images used, how attractive the pages look and whether the text “moves” them. Instead an overall, highly subjective opinion or view is formed. And that view often impacts what they think of your firm.

How should asset managers view their own websites?

While there is a necessary place for subjectivity in these matters, most clients are not expert or experienced in these areas. They are generally more comfortable in the excel sheet than the design studio. Objective measures, such as readability and page load times strongly influence an LP’s impression of a website – and the firms they represent. All other things being equal, improving these areas will result in a more effective website.

An objective perspective

WebSCAN was developed to provide an objective score across five categories known to contribute strongly to the overall impression created by a website:

- Readability
- User journey
- User experience
- Updates frequency
- Design function and efficiency

Scores from these five categories are summed to give a rating out of 100: the WebSCAN score. These are objective measures. They do not attempt to replace our subjective assessments of websites. They supplement those assessments and help managers identify areas for improvement.

For example, readability looks at the length of passages of text and the complexity of the language used. It does not, however, consider how well the text communicates the manager's key messages. "Design function and efficiency" scores websites for incorporating elements like video and animations to increase engagement. It does not tell us whether the design is good or bad.

For more information about what WebSCAN measures, [click here](#).

UK private equity sector in focus

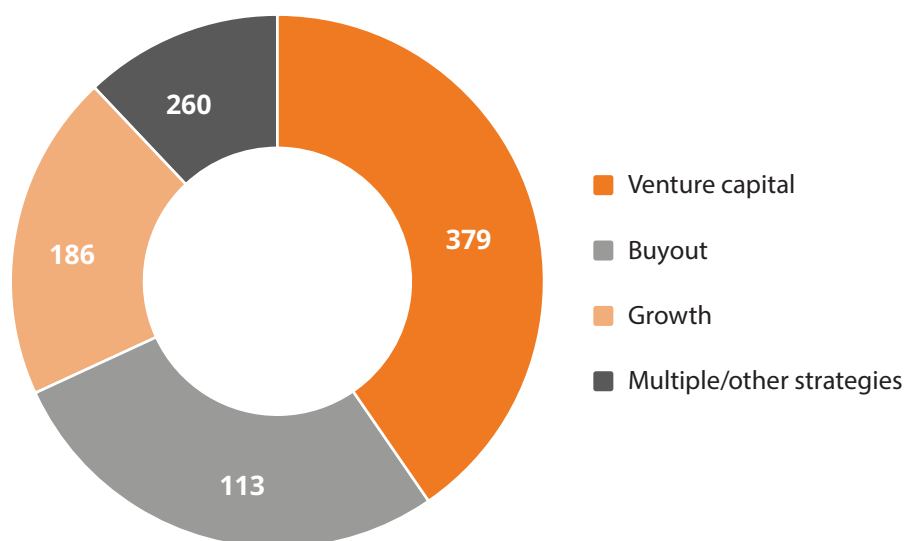
This is the first of a series of reports which will show how alternative asset manager websites, across all major strategies and geographies, compare.

This report examines the websites of 938 UK asset management companies offering private equity and venture capital funds. These firms were sourced from well-known databases, such as Preqin. It names the companies with the highest scoring overall websites, as well as those with websites that score well in certain metrics.

Our analysis includes UK-centric companies managing venture capital, buyout, and growth firms. Private equity sub-classes including hybrids, direct secondaries, balanced, mezzanine, distressed, natural resources, and co-investment firms were grouped under "multiple/other strategies".

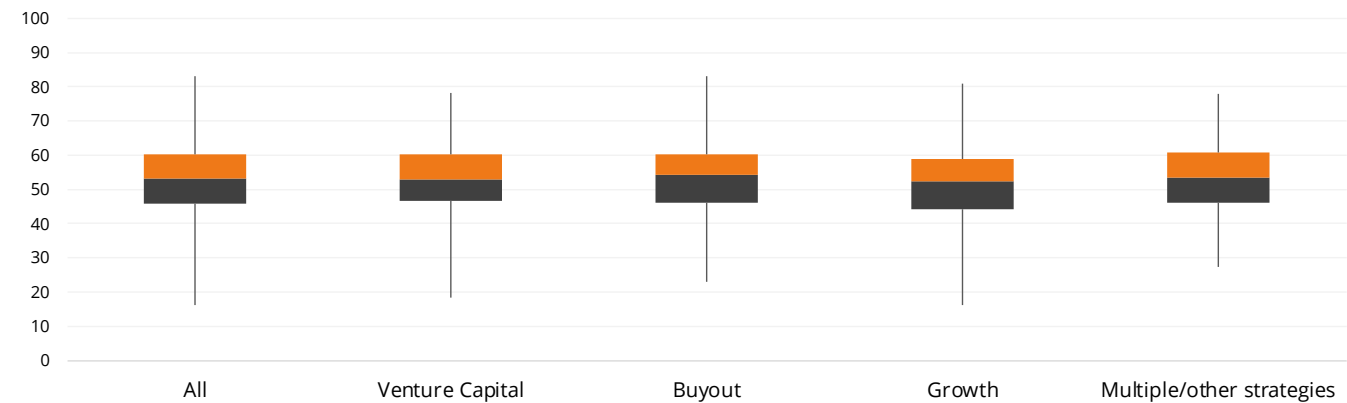
VC firms comprised the largest segment of our group, followed by buyout, growth, and multiple/other strategies.

Figure 01: Strategies



UK PE and VC WebSCAN scores

Figure 02: Distribution of WebSCAN scores across strategies



	Highest score	Top decile	Top quartile	Median	Range
All	83.1	66.4	60.2	53.3	66.8
Venture capital	78.1	66.0	60.4	53.0	59.7
Buyout	83.1	68.3	60.3	54.3	60.2
Growth	81.0	65.2	58.9	52.3	64.7
Multiple/other strategies	77.8	66.6	60.7	53.5	50.4

All

Across all strategies, the top ranked website achieved a score of 83.1. A score of 66.4 or greater places websites in the top 10%, and 60.2 represents a top quartile result.

The most common score (to zero decimal places) is 50.

Venture capital

Venture firms had the highest representation within the dataset. Although one might imagine them to be more technically adept than other groups, this was not borne out by their scores. None of the websites scored in the 80s and median and top quartile scores were in line with other strategies.

Buyout

The top performing website overall was a buyout firm (83.1) and 68.3 is required to break into the top decile - the highest across strategies. The middle of the pack, however, scored roughly in line with the other strategies. A small number of firms are breaking away from the rest.

Growth

Breaking into the top decile or quartile is easiest for growth firms. Top quartile ranking only requires a score of 58.9. For all other strategies, a score of 60+ is required. Despite this, there are some very strong performers. The second highest and fourth highest scores overall, are to be found in this strategy.

Multiple/other strategies

The smallest sample, unsurprisingly, has the smallest total range in scores. Although only one firm from this segment made it into the top 20, this category had the highest requirement for achieving top quartile ranking (60.7), and the second highest top decile score. This shows a relatively tight grouping of strong performers.

Performance by category

Readability

Readability measures how easily the text on a website can be digested. It does not assess the quality of messaging per se, but it measures factors such as complexity of language and the length of text passages.

Ranking

1. Buyout
2. Multiple/other strategies
3. Venture capital
4. Growth

Figure 03: Readability

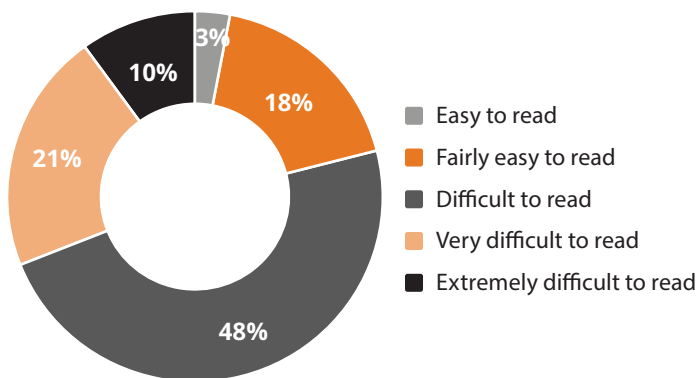
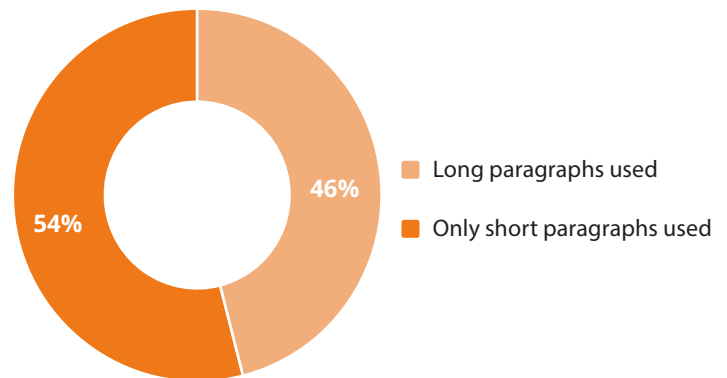


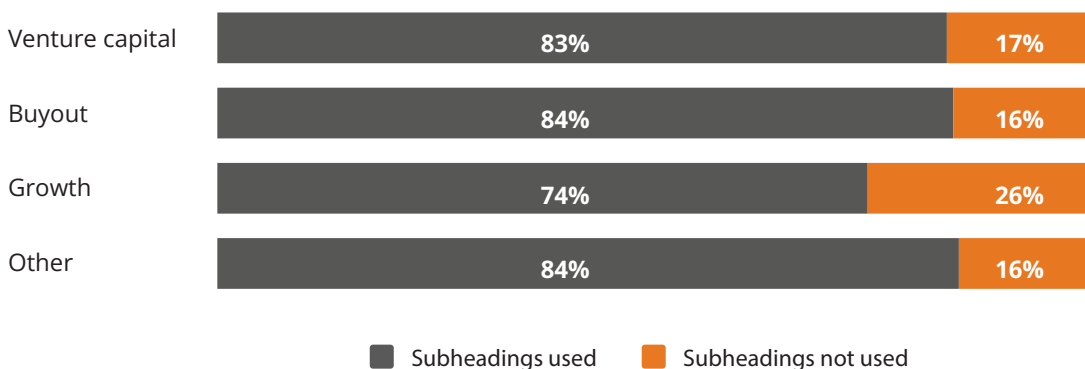
Figure 04: Long paragraphs



The bad news is that nearly 80% of websites we reviewed had low readability, while only 3% were assessed as being easy to read. The good news is that readability can be increased significantly by simplifying language and shortening text passages. Your homepage should read more like a freeway sign than Dostoevsky.

Nearly half the websites we looked at include long paragraphs of text. These impede busy visitors who want to scan text to pick up the main messages. Breaking text up into smaller sections helps visitors find information quickly.

Figure 05: Subheadings



The use of subheadings is another way to help visitors find what they are looking for. The vast majority of websites employed this strategy. Growth PE was a noticeable laggard, with over a quarter of sites failing to apply this technique.

As well as improving access to information, search engines favour websites with properly defined headings and subheadings. Subheadings also bring order and structure to the content on the site, which improves the impression of the company's overall operations.

Examples of websites with high readability scores

Helios Investment Partners | www.heliosinvestment.com

Helios Investment Partners is a growth investor focused on Africa. Its website had the highest readability score among all the websites considered in this report.

Helios proves that when it comes to website copy, less is more. This website avoids long tracts of text. The text is jargon-free and easy to understand. Its focus on providing debt and equity financing across Africa is conveyed clearly.

On objective measures, the site is excellent, but there is certainly room for improvement in terms of messaging. While the site does an excellent job of positioning the firm as a leading investor in Africa, it does little else to differentiate its approach from competitors.

Bluegem Capital Partners | www.bluegemcp.com

Bluegem Capital Partners is a buyout company focused on consumer businesses.

Its website scores well on readability by keeping text to a minimum. There are no long passages of text to wade through and what is written is easy to understand.

As above, the site could give investors more reason to be excited about Bluegem. The text does a good job of explaining the “what”, but there is less focus on the “why”: why should investors want exposure to consumer businesses? Why should investors care about Bluegem’s expertise in data analytics and AI?

GP Bullhound | www.gpbullhound.com

GP Bullhound offers venture capital to technology companies via its Bullhound Capital arm. Bullhound’s website contains significantly more text than Helios or Bluegem. However, it manages to break that text up and write clearly and concisely to achieve another strong readability score.

Subjectively, it is another example of why managers should think carefully about the messaging on their websites.

Text on the website is clear and digestible, but could do more to excite investors. An investor scanning this site’s homepage alongside competitor websites may struggle to discern what differentiates their offering.

User journey

User journey evaluates how easy it is for visitors to navigate your site to find the pages and information they are looking for.

Ranking

1. Venture capital
2. Multiple/other strategies
3. Buyout
4. Growth

Important information shouldn't be hidden away on sub-pages that are difficult to find from the homepage. Where people are required to click multiple times or scroll endlessly to find crucial information, such as your "team" page or your "portfolio" page, your user journey score will suffer.

There are some easy improvements many companies could make to their user journeys. From our analysis of PE website visitor data, we know that firms' "team" and "portfolio" pages are the most frequently visited. Despite this, fewer than half clearly signpost a link to their "portfolio" page directly from the homepage and nearly a third fail to do this for their "team" page.

Figure 06: % of UK websites with a "team" page link clearly signposted on their homepage

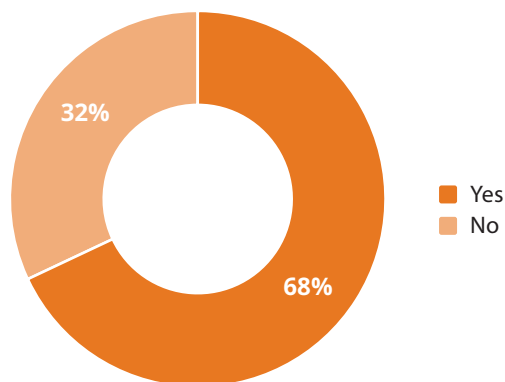
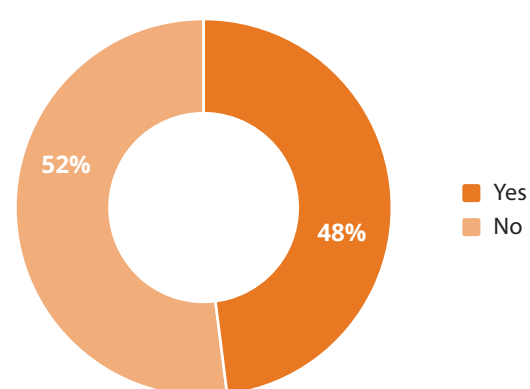


Figure 07: % of UK websites with a "portfolio" page link clearly signposted on their homepage



Highlighting links to important pages from your homepage is a great way to improve your user journey and will be reflected in an increased WebSCAN score.



Examples of websites with high user journey scores

|| Heligan Group | www.heligangroup.com

Heligan Investments, part of Heligan Group, is a private equity investor focused on growth. Its website delivers a strong user journey despite having long pages that require a lot of scrolling. Links to its “portfolio”, “team”, and other important pages on its homepage help visitors find what they are looking for quickly.

It also allows Heligan to steer visitors towards the content it most wants visitors to see.

Team information is presented on its own dedicated page rather than being included on a more general “about us” page. This makes information about the team especially easy to find.

In addition, the Error 404 page directs visitors elsewhere on the site, rather than presenting a “dead end”.

|| Business Growth Fund | www.bgf.co.uk

Business Growth Fund is a growth investor focused on small and mid-sized businesses. The website provides visitors with a lot of information. Fortunately, this information is easy to navigate, with plenty of links throughout the site helping users find what they are looking for.

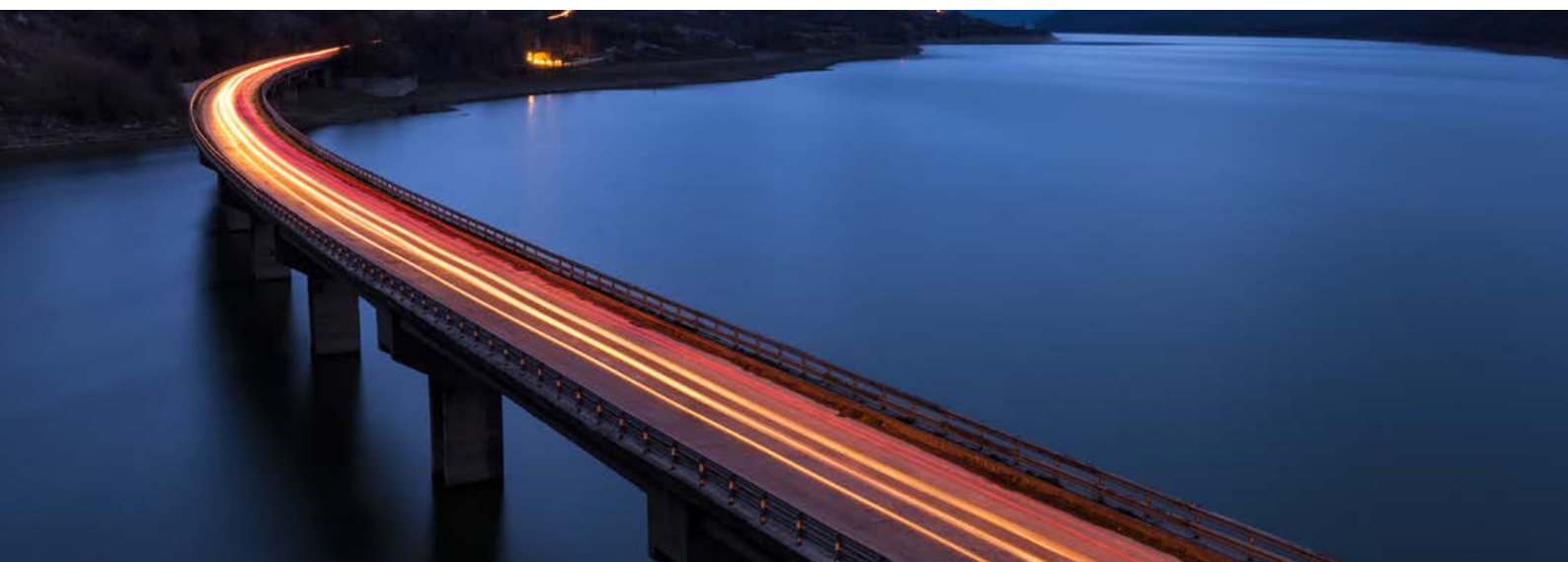
Whether BGF’s website needs to provide so much information is a subjective question. We would advise most managers to focus on the two or three key messages they want visitors to remember. If you try to tell an investor *everything* there is a good chance they’ll remember *nothing*.

|| Ufi Ventures | www.ufi.co.uk

Ufi Ventures is a venture capital manager investing in technology that improves people’s skills for work.

The website provides an outstanding user journey, with links to different sections of content almost wherever you look.

An elegant navigation solution offers a detailed sitemap only when required.



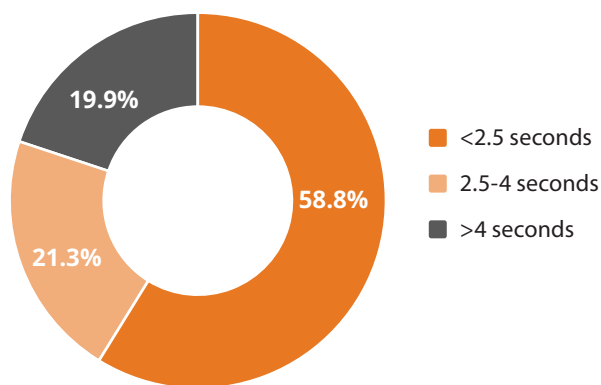
User experience

Users crave frictionless online interactions. They want a smooth, predictable, consistent experience. Our score in this category considers factors such as how quickly pages load, page stability, and how well pages render on different sized screens – crucial, given how often websites are viewed on phones and tablets. Please note that this ranking does not assess the marketing effectiveness of the site – and the highest scorers in this category typically have very simple pages with a small amount of content.

Ranking

1. Multiple/other strategies
2. Buyout
3. Venture capital
4. Growth

Figure 08: Homepage load speed



The first time a user visits your website, the page load will take longest, because nothing will be “cached”. This may be the very first impression you make. Get it right! Load speed is a critical aspect of user experience. If it takes too long, this can increase your bounce rate (the percentage of users that leave before visiting any other page of your site).

Most websites load in under 2.5 seconds, but nearly one in five take more than four seconds.

Figure 09: Top 10 most popular hosting providers

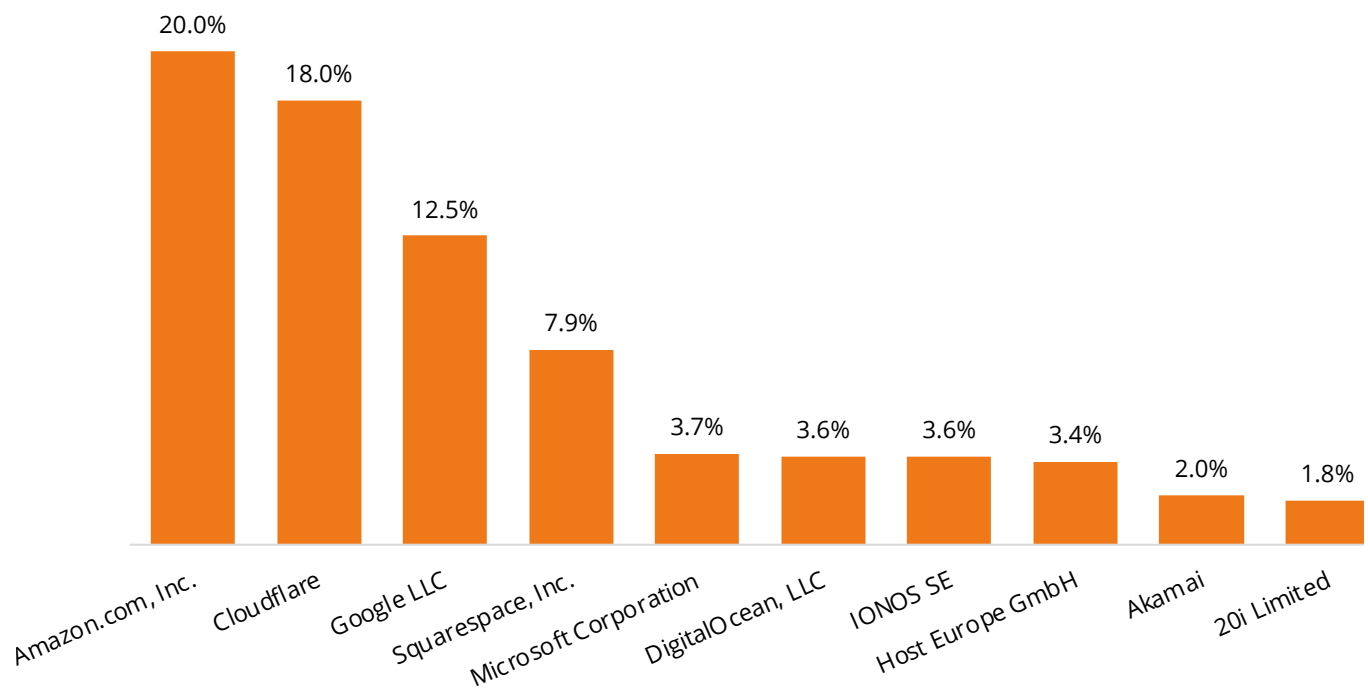
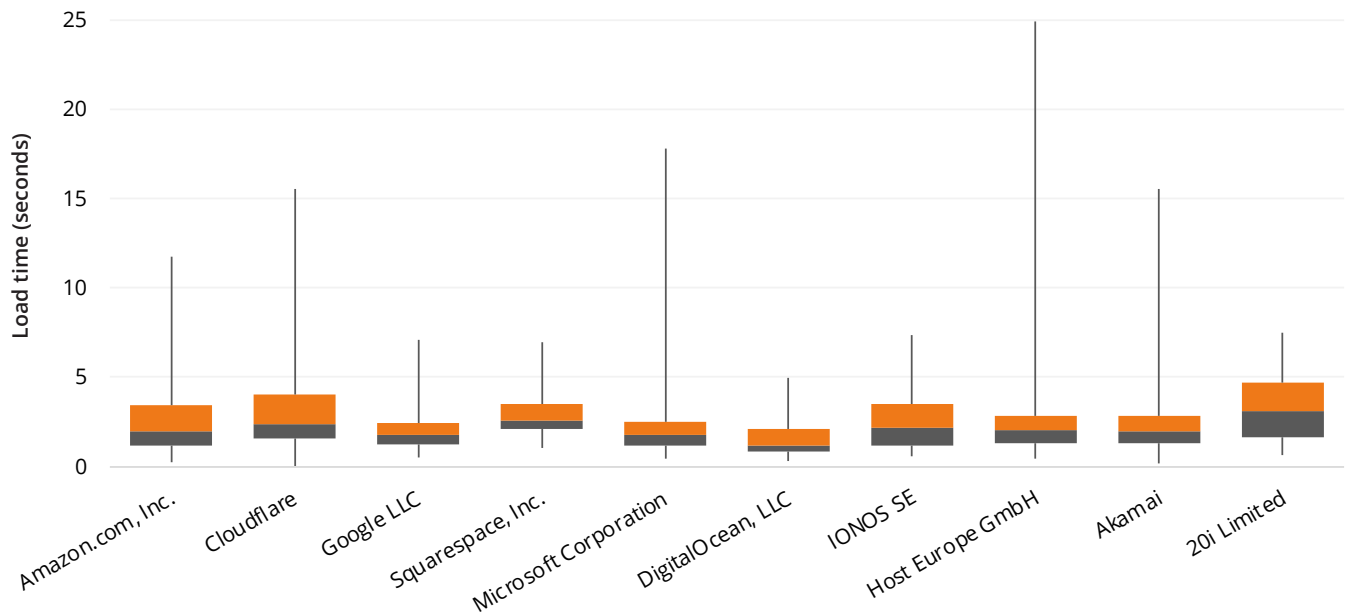


Figure 10: Homepage load time vs top 10 most popular hosting providers



One aspect that could impact your page speed load time is the hosting provider you choose. Many firms we speak to opt for cheaper providers, believing website hosting is a simple commodity, and that the pricier providers are not worth the extra \$10 a month. Our data, however, shows that there are large differences in load times across the providers.

These may only be varied by a couple of seconds, but these gaps can mean the difference between a smooth browsing experience and frustrated users leaving your site.

The large ranges in load times for each provider, however, demonstrate there is more at play. Other factors that affect load time include use of large images and files, and excessive use of plugins.

Examples of websites with high user experience journey scores

Greensphere Capital | www.greenspherecapital.com

Greensphere is a sustainable venture capital firm that invests in technology companies. Its website achieved the highest score for user experience among all UK-centric companies managing private equity or venture capital funds.

Greensphere's site adapts well to different sized screens and has accessibility features for people with visual or audio impairments.

Although it leads the user experience pack, overall, this site is only just top quartile, with a score of 61.5. This demonstrates the balancing act required when building a great website. Page loading times are fast in part due to their simplicity. There are few complex animations or large downloadable files weighing on performance. This negatively impacted their score for design function and efficiency.

Our subjective advice would be to give the site a visual refresh. There is some great content on the website, and more interesting design choices may improve visitor engagement.

Euston Ventures | www.eustonventures.com

Euston Ventures operates a buyout strategy and also makes strategic investments. With an overall score of 58.0, the website is below top-quartile, but is another example of a single-page website where limited content delivered fast load times and a high user experience score.

Euston's website design is simple and there are no animations or other moving elements to the site weighing on performance. This means it has good page loading speeds.

All the visual components on the page are stable and load quickly, and the site adapts to different screen sizes effectively. These factors also contribute to its high user experience score.

IH International Advisors | www.ihinternational.com

IH International Advisors is a private equity company focused on growth strategies.

The simple website achieves a very high user experience score with fast page loading times and good responsiveness to different sized screens.

The site incorporates accessibility features for visually and/or audio impaired people but there is room for improvement if it is to achieve best practice in this area.



Updates frequency

This category scores websites for the frequency with which new content is posted.

Ranking

1. Venture capital
2. Buyout
3. Growth
4. Multiple/other strategies

Regular content updates give visitors a reason to keep coming back to your site. The more frequently they visit, the more frequently they experience your messaging and the more comfortable they become with your firm.

Focusing on regular content production delivers multiple boosts to your fundraising and origination efforts:

- News articles demonstrate your firm's activity and keep you front of mind
- Blog posts, insight articles, and white papers showcase your expertise
- Podcasts, webinars, and other video content can humanise your firm, making you more approachable
- Letting investors know what events you are attending increases the chance of them seeking you out on the conference hall floor

Despite these benefits, the vast majority of firms really struggle in this category. In fact, fewer than 2% of firms post new content at least once a week.

Figure 11: Frequency of new content on "news" page or equivalent

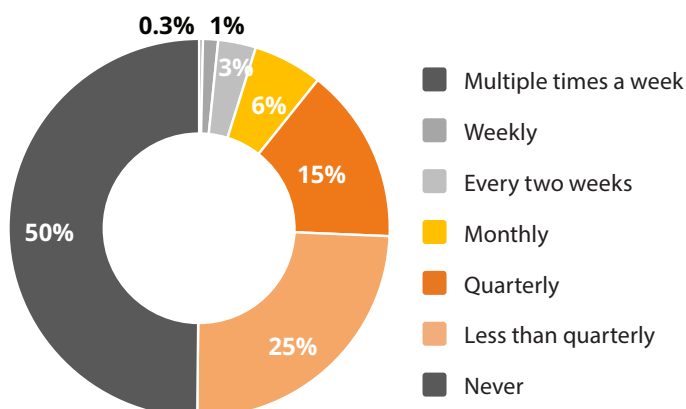
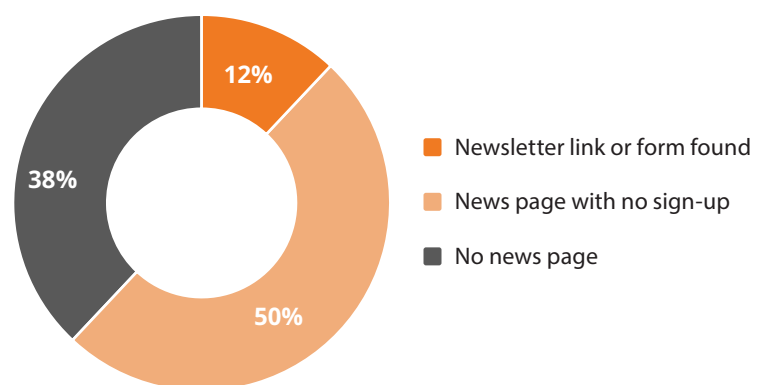


Figure 12: Newsletter sign-up



Newsletters are a great way to engage with management teams and potential investors, increasing the likelihood that users will access your content. They can also significantly boost visitors to your website. Despite this, only around 1 in 6 of the firms that have a news page on their website include a sign-up link to their newsletter.

We believe adding this would be highly beneficial for most firms, increasing website visits and overall engagement. This can only improve your chances of raising capital in this highly competitive fundraising environment.

Examples of websites with high updates frequency scores

Lightrock | www.lightrock.com

Lightrock provides growth equity to companies that use technology to create impact. Managers wanting to make the most out of their news and insights pages should look at Lightrock's website for inspiration.

The manager often posts multiple articles per week, which might be portfolio updates, news about company hires or newsletters. Content is easily searchable, and it is easy to sign up for its newsletter.

This functionality helps Lightrock increase engagement with its stakeholders, giving them a reason to keep coming back to the site.

ICG | www.icgam.com

ICG offers a range of strategies, including private equity secondaries, alongside structured capital, real assets, and credit.

Its website does a great job of publishing fresh content regularly, giving stakeholders a reason to keep coming back.

Content is divided into news, insights, and research and analysis sections. This provides great variety and makes it easy to search for specific types of articles.

Fineqia | www.fineqia.com

Fineqia is a venture capital company focused on digital assets that publishes content regularly on its media page.

A section for press releases allows journalists and investors to find news quickly. Articles written in other publications that mention Fineqia are shown separately, making it easy to find specific content.

This approach means there is regular, fresh content without the burden of having to produce it all.



Design function and efficiency

This metric considers whether websites use more sophisticated visual assets such as video and animation to increase engagement. It also rewards sites that display a consistent visual style.

Ranking

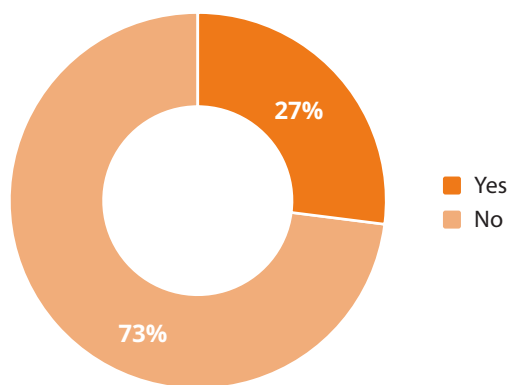
1. Multiple/other strategies
2. Growth
3. Buyout
4. Venture capital

It is important to reiterate that this is an objective assessment. Websites can achieve a high design function and efficiency score despite having what you might subjectively believe to be subpar design.

Text animations and video do make websites more visually interesting, all other things being equal. We encourage managers to use them but, as with all things, getting the balance right is important.

Our research reveals an opportunity for UK PE companies to improve their websites by increasing their visual interest. For example, our research reveals that relatively few asset managers are using video.

Figure 13: Number of UK websites with video



Adding a video to your website is a great way to connect with investors and other stakeholders. Investors like hearing what managers have to say. Always remember that, in many situations, audio may not be welcomed by a visitor – so ensure you include subtitles for your video content.

You can talk about the strategy to help investors understand your approach. You can describe the firm's culture, to help investors to connect with you on a human level.

Focus on what makes you different. Hearing you talk about this can be more compelling for investors than reading it.



Examples of websites with high design function and efficiency scores

SoftBank Vision Fund | www.visionfund.com

SoftBank's Vision Fund needs no introduction.

Whatever else you think about the site (or the fund), it delivers a strong visual experience, with slick transitions, video, and interactive charts. These elements are highly engaging for visitors, increasing visit durations and making it more likely information will be taken in and retained.

There is a lot going on here, and if executed poorly this could have appeared cluttered, messy, or frustrating to navigate (see www.carlyle.com for one such experience) but we do not believe that is the case here. There is a consistent visual identity and a clever use of white space to maintain a feeling of space, despite the many visual assets used.

Illuminate Financial | www.illuminatefinancial.com

Illuminate Financial is a technology-focused venture capital investor.

Its website achieves a good design function and efficiency score partly through its use of animations and video on the homepage.

Subjectively, however, some visitors may question how visually interesting the website is. While there is some moving image to give the site some dynamism, the overall design is relatively conservative and does little to distinguish the site from your average asset management company.

A more daring palette or more use of unusual imagery would make the site more memorable and engaging.

Partners Capital | www.partners-cap.com

Partners Capital offers a range of private equity strategies, including buyout, growth equity, and venture capital.

A selection of moving images at the top of its homepage creates an immediate visual impact. Infographics present information in an interesting way.

Subjectively, the website is relatively "safe" in its other design choices, such as the pictures used and palette. Visually speaking, there is little to differentiate it from many other asset manager websites. A bolder visual identity might make for a more engaging visitor experience. We are happy to note, however, that the old website, with its creepy floating head images has been consigned to the scrap heap!



Top 20 tables

Top-scoring UK PE and VC websites

	Name	Website	Score	Strategy
1	Bestport Private Equity	www.bestport.co.uk	83.1	Buyout
2	Sayris Capital	www.sayris.com	81.0	Growth
3	CBPE	www.cbpe.com	79.5	Buyout
4	Lightrock	www.lightrock.com	79.5	Growth
5	Angello	www.angello.com	78.1	Venture capital
6	Albany Investment	www.albanyinvestment.com	77.8	Growth
7	Aliter Capital	www.alitercap.com	77.0	Buyout
8	Founders Factory	www.foundersfactory.com	76.8	Venture capital
9	Blantyre Capital	www.blantyrecapital.com	76.7	Multiple/other strategies
10	Rutland Partners	www.rutlandpartners.com	76.7	Buyout
11	Advent Life Sciences	www.adventls.com	76.6	Venture capital
12	4BIO Capital Partners	www.4biocapital.com	75.9	Venture capital
13	Patria Private Equity Trust	www.patriaprivateequitytrust.com	75.7	Buyout
14	Elaghmore Partners	www.elaghmore.com	75.5	Buyout
15	FIGR Ventures	www.figr-ventures.co.uk	75.2	Venture capital
16	Business Growth Fund	www.bgf.co.uk	74.9	Growth
17	Turquoise International	www.turquoise.eu	74.9	Venture capital
18	Limerston Capital	www.limerstoncap.com	74.6	Buyout
19	Fortiland	www.fortiland.com	74.4	Growth
20	Future Planet Capital	www.futureplanetcapital.com	74.3	Venture capital

Congratulations if your firm made it into our top 20. Buyout and VC firms are both represented seven times. Bestport takes the top spot and is joined by three other buyout firms in the top ten.

Examples of top-scoring UK PE and VC websites

Bestport Private Equity | www.bestport.co.uk

Congratulations to Bestport Private Equity for getting the highest WebSCAN score among UK PE and VC firms.

The buyout investor website scored well across most metrics. Its excellent user journey has already been highlighted, making information easy to find. This is backed up by strong readability. The homepage contains relatively little text and focuses on directing visitors to the greater detail provided on other pages. This makes information easy to find.

Bestport's weakest score came from its updates frequency. Articles are posted very infrequently. Publishing content more regularly would push Bestport's score even higher.

Despite the high score on objective metrics, we believe there are several areas where the site could be improved further. For example, readability is very good – but is the messaging doing a best-in-class job of differentiating the firm from its peers?

Sayris Capital | www.sayris.com

Sayris Capital's website performed well across most metrics, particularly in terms of user journey and design function and efficiency.

While pages are quite long, visitors can still move between them easily via links embedded in-page. This makes it simple for users to find the information they are looking for.

Pages transition nicely when you scroll down the page, increasing visual interest. The website would score even higher if it performed better on mobile devices.

CBPE | www.cbpe.com

CBPE's website delivers a strong user journey, with many routes for users to navigate between pages. There is video on the website landing page, giving it immediate visual interest.

The site's readability is also good. Information is broken up into digestible sections and the language is straightforward. Video on its homepage boosted its design function and efficiency score.

CBPE could improve its score by publishing content more frequently on its News and Insights page.

Top-scoring UK VC websites

	Name	Website	Score
1	Angello	www.angello.com	78.1
2	Founders Factory	www.foundersfactory.com	76.8
3	4BIO Capital Partners	www.4biocapital.com	75.9
4	FIGR Ventures	www.figr-ventures.co.uk	75.2
5	Turquoise International	www.turquoise.eu	74.9
6	Advent Life Sciences	www.adventls.com	74.8
7	Future Planet Capital	www.futureplanetcapital.com	74.3
8	Clean Growth Investment Management	www.cleangrowthfund.com	74.2
9	Backed VC	www.backed.vc	73.8
10	Juno Capital	www.junocapital.co.uk	73.0
11	Anthemis Group	www.anthemis.com	72.9
12	Braveheart Investment Group	www.braveheartgroup.co.uk	72.4
13	DMG Ventures	www.dmgventures.co.uk	72.3
14	Eos Venture Partners	www.eosventurepartners.com	72.2
15	dunnhumby Ventures	www.dunnhumby.com	71.3
16	Herald Investment Management	www.heralduk.com	71.1
17	Catapult Ventures Group	www.catapult-ventures.com	71.0
18	Conduit Ventures	www.conduit-ventures.com	69.5
19	Ascension	www.ascension.vc	69.3
20	Old College Capital	www.edinburgh-innovations.ed.ac.uk	69.2

Examples of top-scoring UK VC websites

Angello | www.angello.com

Angello focuses on impact in emerging markets, and its website scores well across all our objective metrics.

There is a lot of information about strategy and the company's focus on investing in communities.

This information is presented effectively, with text broken up into digestible sections.

The website also makes good use of different forms of media. Video on the homepage boosts its design function and efficiency score. There are also links to podcasts, webinars, and blogs, giving visitors a lot of choice about how they might want to engage and learn more about the company.

Subjectively, we believe the website would benefit from more targeted messaging focused on how Angello is different to other impact venture capital companies.

Founders Factory | www.foundersfactory.com

Founders Factory's website also scores well across the board.

The site provides a lot of useful information for visitors without overwhelming them with large passages of complex text. It uses animations to give the site a little dynamism, although subjectively you could argue the site still feels a little static.

The user journey is good, with the website providing a lot of links on each page to make it easier to navigate.

But as with many asset management websites, there is a greater focus on what the company does than how its approach is different from its competitors. More information about how its approach benefits its investors would make the site more engaging.

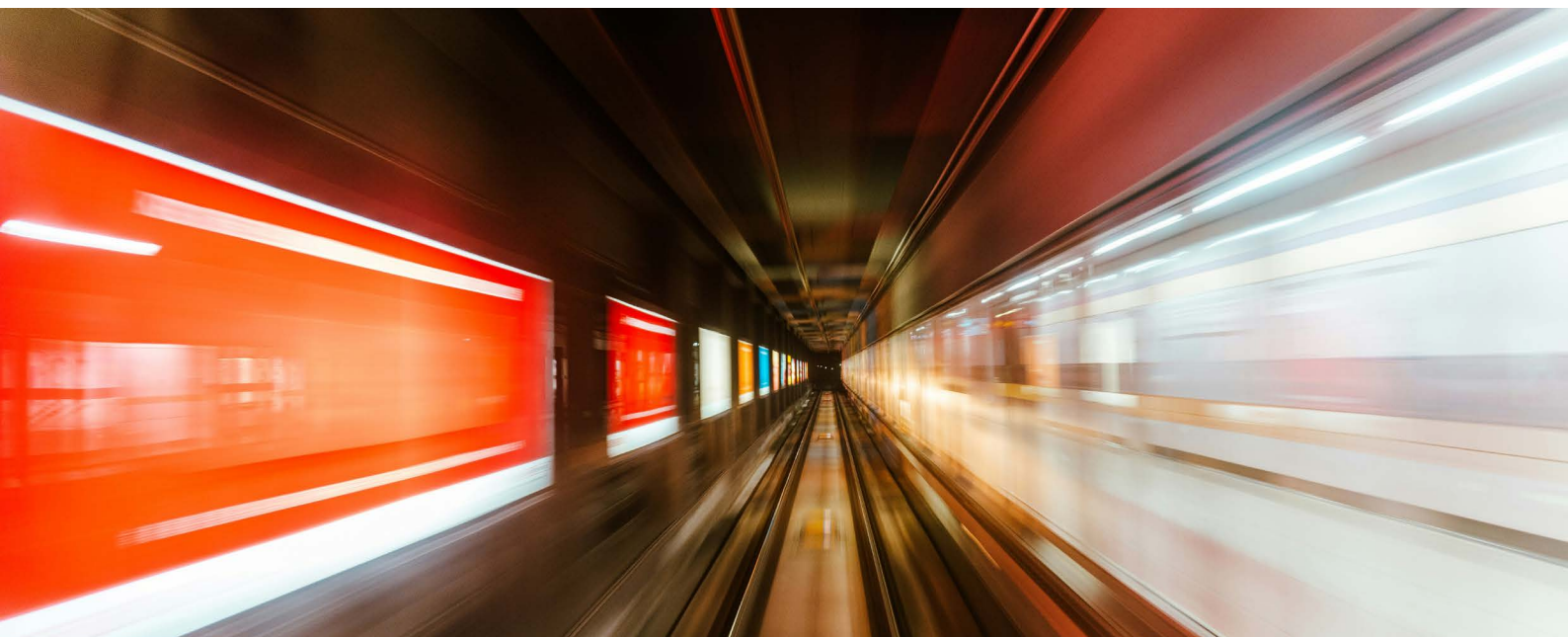
4BIO Capital Partners | www.4biocapital.com

4BIO Capital Partners' website achieved relatively high scores across all five metrics.

Performance was particularly strong in design function and efficiency. It proves you don't need to add multiple interactive charts or have a video on the homepage to have strong design function and efficiency score.

However, subjectively, some people may feel its strong score is a little misleading. The site is arguably a little forgettable from a design perspective, with little to distinguish it from other asset manager websites.

The site avoids using long passages of text and is easy to navigate. News articles are posted relatively frequently, though it could improve its overall score by publishing more content.



Top-scoring UK Buyout websites

	Name	Website	Score
1	Bestport Private Equity	www.bestport.co.uk	83.1
2	CBPE	www.cbpe.com	79.5
3	Aliter Capital	www.alitercap.com	77.0
4	Rutland Partners	www.rutlandpartners.com	76.7
5	Patria Private Equity Trust	www.patriaprivateequitytrust.com	75.7
6	Elaghmore Partners	www.elaghmore.com	75.5
7	Limerston Capital	www.limerstoncap.com	74.6
8	Alcuin Capital Partners	www.alcuincapital.com	74.2
9	Livingbridge	www.livingbridge.com	73.4
10	4D Capital Partners	www.4dcp.co.uk	72.9
11	Montagu Private Equity	www.montagu.com	72.9
12	Columna Capital	www.columnacapital.com	72.8
13	Velocity Partners	www.velocity-partners.co.uk	71.9
14	AS Equity Partners	www.as-equitypartners.com	71.8
15	TDR Capital	www.tdrcapital.com	71.8
16	Palatine	www.palatinepe.com	71.6
17	WestBridge Capital	www.westbridge.co.uk	71.2
18	CGE Partners	www.cge-partners.com	70.4
19	Da Vinci Capital Management	www.dvcap.com	70.4
20	Mid Europa	www.mideuropa.com	70.2

As the overall winner, Bestport was of course also the leading buyout website.

Examples of top-scoring UK Buyout websites

 **Aliter Capital** | www.alitercap.com

Aliter Capital's website scores well across multiple metrics, particularly readability, and user journey.

Text is used sparingly on the homepage. Other pages provide more detail on various aspects of the company's activities without using long passages of text of excessively complex language. Visitors can navigate between these pages easily via in-page links.

Subjectively, however, the website could do more to explain what makes Aliter special to excite investors. Much of what it says about its approach and experience are things that most asset managers with a similar sector focus could also say.

Rutland Partners | www.rutlandpartners.com

Rutland scores particularly well on readability and user journey.

Its pages are simply named, with its "team" and "portfolio" pages clearly visible in the navigation menu.

Text is used in short sentences, helping users absorb individual pieces of information more easily.

The website features a news page but posts very infrequently (one post in 2025 so far and two posts in 2024). Including insights from the team as well as news items would help drive up its update frequency score.

Patria Private Equity | www.patriaprivateequitytrust.com

Patria Private Equity Trust scored highly on user journey and design function and efficiency.

Featuring calls to action throughout its website, particularly on the homepage, strongly benefits user journeys. This helps guide users to the information that they are looking for, no matter where they land on the site.

A consistent heading and sub-heading structure also helps to break up and spotlight key pieces of information.

There are steps Patria Private Equity Trust could take to improve the user experience, such as assessing the responsiveness of the website.



Top-scoring UK Growth websites

	Name	Website	Score
1	Sayris Capital	www.sayris.com	81.0
2	Lightrock	www.lightrock.com	79.5
3	Albany Investment	www.albanyinvestment.com	77.8
4	Business Growth Fund	www.bgf.co.uk	74.9
5	Fortiland	www.fortiland.com	74.4
6	Apis Partners	www.apis.pe	73.6
7	Novator	www.novator.co.uk	73.4
8	Wintermute Ventures	www.wintermute.com	73.3
9	Growthdeck	www.growthdeck.com	72.8
10	Maya Capital	www.maya-cap.com	72.2
11	Bregal Milestone	www.bregalmilestone.com	71.1
12	Quilam Capital	www.quilamcapital.com	69.8
13	QuantumLight	www.quantumlightcapital.com	69.3
14	Goodhart Partners	www.goodhartpartners.com	69.0
15	Virgin	www.virgin.com	68.1
16	ScaleUp Capital	www.scaleupcapital.com	66.5
17	Helios Investment Partners	www.heliosinvestment.com	66.3
18	One Peak	www.onepeak.tech	65.3
19	Planet First Partners	www.planetfirst.partners	65.3
20	Stonebridge	www.stonebridge.gg	65.2

Examples of top-scoring UK Growth websites



We have already highlighted Lightrock as a star performer in terms of publishing content on its website. But that isn't the only thing it does well.

The website also scores well for readability and user journey, making it easy for visitors to find information and digest what they read.

The website's impressive score of 75.0 would have been even higher with some design efficiency tweaks. Although it features video on the homepage, which boosts its score for this metric, the site only has heading one set up in its "style sheet", with no provision for H2 or H3 sub-headings.

Albany Investment | www.albanyinvestment.com

Albany Investment has a strong all-round site that scores well across most metrics. The text is broken up nicely to prevent visitors feeling overwhelmed, and the user journey is good. There is video on the "portfolio" page, boosting the design function and efficiency score.

Subjectively, we think the website does a good job of explaining what the company does and why. But we think the investment case would be more compelling if there was a greater focus on what makes Albany unique. Why is Albany a better option than other managers pursuing a similar strategy?

Business Growth Fund | www.bgf.co.uk

BGF's website features numerous calls to action throughout its website, giving it a high user journey score.

It also scores highly on updates frequency, posting insights on a regular basis – often multiple times a week. BGF also features a link for users to sign up to its newsletter, helping to drive traffic to its website.

The website could improve on its user experience by assessing its responsiveness to mobile devices, as it currently scores very low. Incorporating additional accessibility elements would also help improve this score.



Top-scoring UK multiple/other strategies websites

	Name	Website	Score
1	Blantyre Capital	www.blantyrecapital.com	76.7
2	SB Investment Advisers	www.visionfund.com	73.7
3	Blue Water Energy	www.bluewaterpe.com	72.3
4	All Seas Capital	www.allseascapital.com	71.8
5	Warwick Capital Partners	www.warwickcap.com	71.3
6	MML Capital Partners	www.mmlcapital.com	69.7
7	Talis Capital	www.taliscapital.com	66.7
8	Keyhaven Capital Partners	www.keyhavencapital.com	66.2
9	Endless	www.endlessllp.com	66.2
10	17Capital	www.17capital.com	65.7
11	AgDevCo	www.agdevco.com	65.3
12	Mercia Asset Management	www.mercia.co.uk	64.5
13	Compass Partners International	www.cpil.co.uk	63.9
14	Endeavour Financial	www.endeavourfinancial.com	63.7
15	Octopus Investments	www.octopusinvestments.com	63.2
16	Investcorp-Tages	www.investcorptages.com	63.2
17	Ethemba Capital	www.ethembacapital.com	63.1
18	Anticus Partners	www.anticuspartners.com	62.9
19	CD Capital	www.cd-capital.com	62.6
20	Hamilton Bradshaw	www.hamiltonbradshaw.com	61.3

Examples of top-scoring UK multiple / other strategies websites



Blantyre Capital | www.blantyrecapital.com

Blantyre Capital is a distressed private equity investor. Its website provides a strong user journey and scores well for readability and user experience.

Visitors are not bombarded with long passages of text. The text you do see is clear and easy to digest. But subjectively, it would be nice to have more information about what makes its approach to investing different.

Blantyre would achieve a higher WebSCAN score if it posted content on its Insights page more frequently. The site also feels a little static, which is reflected in a low score for design function and efficiency.

SoftBank Vision Fund | www.visionfund.com

We have already praised this website's visual engagement, but it also scores well on readability and user journey.

We would, however, love to see text that did as good a job of distinguishing the manager from its competitors as the visual design does.

The site's greatest weakness is its user experience, which probably suffers due to its ambitious design choices. It would be nice if the website displayed better across different size screens.

Blue Water Energy | www.bluewaterpe.com

Blue Water Energy provides buyout and growth capital to companies in the global energy supply chain.

The first thing visitors to Blue Water Energy's website will notice is the video of a crashing wave. This is a great video choice. It is appropriate, given the company's name, but also gives the site real vibrancy and life, which is supported by animation elsewhere on the site.

The site also offers a fantastic user journey, helping visitors quickly navigate the large amount of content on the site.

However, the website could score higher on our objective readability measures. While there are no excessively long passages of text, simpler language would make it more engaging to read and compelling.

Conclusion

You can have a market-leading website.

This report reveals a huge opportunity for many UK PE managers: there is considerable room for websites to improve. In many cases, firms could have industry-leading websites with relatively small investment.

The return on investment for a well-executed website is potentially huge. A great website is invaluable in attracting new investors, as well as communicating with existing investors and prospective portfolio company managers.

Our research shows that some relatively small changes could make a big difference. For example, if you can commit to publishing content more frequently, your website will attract more interest. Teams like ours can do much of this for you.

If you want to know your WebSCAN score, contact the Apex Strategic Marketing Partners team. And if you are considering refreshing your online presence, drop us a line. Nobody knows more about how to deliver an effective asset management website.

Authors

Jon Greene | Managing Director, Apex Strategic Marketing Partners

Jon leads the Strategic Marketing Partners team. He is a strategist, marketer, and writer with over 25 years of industry experience and is a sought-after speaker and commentator on sales and marketing strategy and execution. Jon's approach blends academic principles of evolutionary and behavioural psychology with front line commercial experience to find practical solutions to his clients' commercial challenges.

He is a trusted advisor to well-known alternative asset managers and leads engagements across the globe. Recent and current clients include CITIC, Fidelity, Gulf Capital, International Finance Corporation, KKR, MBK Partners, and Monroe Capital.

Jon began his financial career in sales and product management. He led Hedge Funds Review, Family Office Intelligence and successfully launched Fund Catalyst (the online hedge fund investing platform). Prior to his current role, he was a freelance marketing consultant, advising investors and asset managers. Jon holds an M.A. in Natural Sciences from Cambridge University, specialising in Experimental Psychology.

Garry Patterson | Editor-In-Chief, Apex Strategic Marketing Solutions

Garry heads our team of specialist writers, crafting strategy and messaging. Working across alternative assets, the team writes websites, decks, reports, executive summaries, and other marketing materials.

Recent engagements include sustainability projects for PE teams at Federated Hermes, KKR, and MBK Partners and messaging and brand strategy work for Finance in Motion (impact), Beechbrook (private debt), and Standard Land (real estate).

Garry started out in alternative assets research before joining Jupiter as an RFP writer. Following this, he worked in-house as a Senior Investment Writer for Lazard, M&G and Barings, writing articles, thought leadership, and ESG reports. Garry then spent several years as a creative consultant, producing content and advertising copy for some of the world's largest asset managers. Clients included Blackrock, Aberdeen, Franklin Templeton, and JP Morgan. Garry holds the IMC and graduated from Durham University with an M.A. in English Literature.

Solomon Teague | Associate, Apex Strategic Marketing Solutions

Solomon is a senior member of the writing team. He has a focus on open-ended funds where he has more than two decades of experience.

Recent open-ended fund engagements include messaging and materials production for Primary Commodity (commodities), Energy Income Partners (energy infrastructure), and ABC Arbitrage (systematic arbitrage strategies).

Solomon started out as a journalist at Incisive Media for Hedge Funds Review before joining Thomson Reuters as an Editor on International Financing Review where he covered alternative investment funds. Following this he had a successful career as a freelance writer and editor, working for publications including Euromoney, Private Equity News, and Dow Jones. He then joined Newton Media as Editor of Captive International and Bermuda Re before he joined the Strategic Marketing Partners team. Solomon holds a B.A. (hons.) in History from Manchester University.

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Daniel is a long-standing member of the team with a focus on digital marketing and websites.

He is the creator of the firm's proprietary WebSCAN tool, which provides clients with actionable insights into their digital presence.

Recent website and marketing collateral engagements include projects for Renown and International Finance Corporation ("IFC", part of the World Bank Group), where he supported the redevelopment of their online platforms and associated materials.

Daniel has been with the team for over a decade. He first joined as a digital marketing apprentice, gaining qualifications in copywriting, CMS and collaborative technologies, SEO, and data, metrics, and analytics, among other areas.



Apex Strategic Marketing Partners

WebSCAN

performance review

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