

## Deal announcement

### Zinc Media Group PLC – New deal in the spotlight

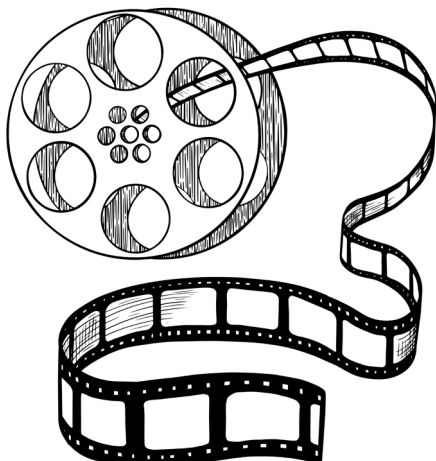
HaysMac supported Zinc Media Group PLC (Zinc Media) on yet another strategic acquisition, this time with the acquisition of William Martin Qatar L.L.C. The transaction marks another strategic step in Zinc Media’s continued global expansion and further **strengthens its international events and content production offering.**

#### Zinc Media

Zinc Media is an award-winning content, brand and event production group with a diversified portfolio spanning television, branded content, live events and digital production. Known for its exceptional storytelling, the group has created a range of outstanding content, including factual, documentary, unscripted entertainment, live events, podcasts, radio and more.

The acquired company founded in 2010, William Martin Qatar, is a well-established creative agency specialising in live events, film, design and digital services across the region. The acquisition complements Zinc Media’s existing operations in Qatar and supports its broader growth ambitions across the Middle East.

The HaysMac team also supported Zinc Media in November 2024 with their purchase of Raw Cut Ventures Limited, which you can read about in more detail [here](#).



#### Transaction support

HaysMac provided financial due diligence, tax due diligence and SPA support on the transaction.

Commenting on the deal, Ian Cliffe, Partner said: “We know the Zinc Media team well after working with them for several years, we’ve seen the work they do up close and how diligently they plan and execute their objectives. As always, I’m excited to see what is to come from the team and look forward to continuing to support them on their journey”

Additionally, Jeremy Hammond, Senior Manager stated “I am pleased to have supported Zinc Media to successfully complete this acquisition, further enhancing its service offering in the Middle East. Congratulations to William Martin and the WMP team – the business is well positioned for continued growth under Zinc’s stewardship.”

#### Our Team



##### **Ian Cliffe**

Partner  
T +44 20 7969 5531  
E [icliffe@haysmac.com](mailto:icliffe@haysmac.com)



##### **Jeremy Hammond**

Senior Manager  
T +44 20 7396 4237  
E [jhammond@haysmac.com](mailto:jhammond@haysmac.com)



##### **Jack Gelley**

Assitant Manager  
T +44 20 7396 4206  
E [jgelley@haysmac.com](mailto:jgelley@haysmac.com)



##### **Mo Ijaz**

Assitant Manager  
T +44 20 7396 4294  
E [mijaz@haysmac.com](mailto:mijaz@haysmac.com)

# HaysMac<sup>★</sup>



Committed to Sustainability

10 Queen Street Place  
London EC4R 1AG

T 020 7969 5500  
E [marketing@haysmac.com](mailto:marketing@haysmac.com)

[haysmac.com](http://haysmac.com)

© Copyright 2026 HaysMac LLP. All rights reserved.

HaysMac is the trading name of HaysMac LLP, a limited liability partnership. Registered number: OC423459. Registered in England and Wales. Registered to carry on audit work in the UK and regulated for a range of investment business activities by the Institute of Chartered Accountants in England and Wales. A list of members' names is available for inspection at 10 Queen Street Place, London EC4R 1AG. A member of the ICAEW Practice Assurance Scheme.

**Disclaimer:** This publication has been produced by the partners of HaysMac LLP and is for private circulation only. Whilst every care has been taken in preparation of this document, it may contain errors for which we cannot be held responsible. In the case of a specific problem, it is recommended that professional advice be sought. The material contained in this publication may not be reproduced in whole or in part by any means, without prior permission from HaysMac LLP.

