

## Bain Capital buys a majority stake in Kantar

According to *Adweek*, Bain Capital has completed its 60% acquisition of WPP's research firm, Kantar. WPP had indicated its intention to sell a majority stake in Kantar, which is valued at \$4bn.

The holding company will use proceeds to reduce debt and return \$1.2 billion to shareholders. The deal is part of WPP CEO Mark Read's plan to streamline the holding company and its offerings.

Read the full story on [Adweek](#).

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