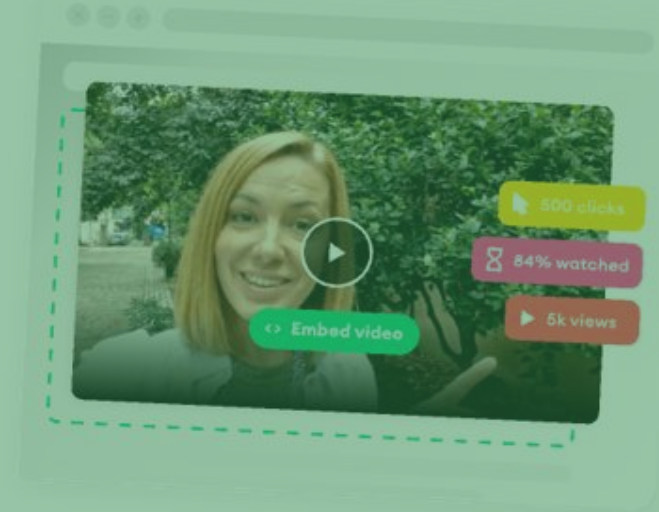
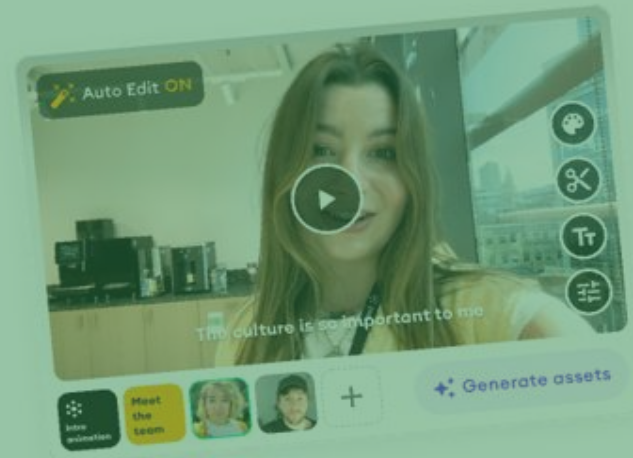
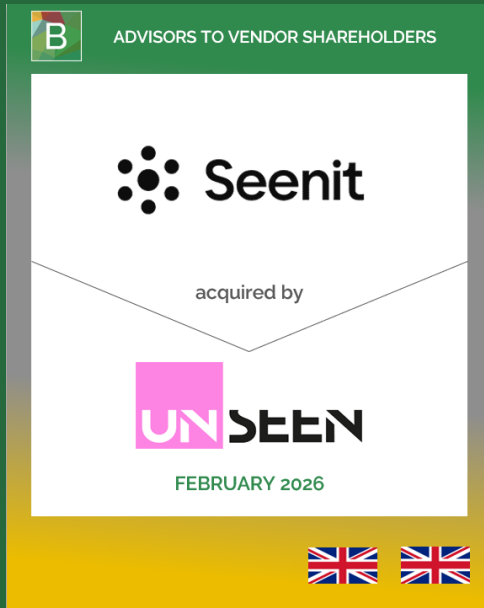


PRESS RELEASE – February 2026

Boxington advises the shareholders of employee-generated video platform, **Seenit**, on its sale to UK strategic buyer **Unseen Group**, an early-careers talent solutions provider.



The all-in-one employee-generated video platform

PRESS RELEASE – February 2026

THE DEAL

Market-leading employee-generated video platform, **Seenit** has been sold to strategic buyer **Unseen Group**, a UK-based early-careers talent solutions specialist.

Seenit is an employee content management platform that helps organisations capture authentic video content at scale. Its proprietary, AI-powered technology enables mobile video to be turned into branded, professional content for talent acquisition, employee engagement, and advocacy use cases. Founded in 2014 by Emily Forbes, the VC-backed business has grown an exceptional enterprise-level client base including Amazon, HSBC, and EY.

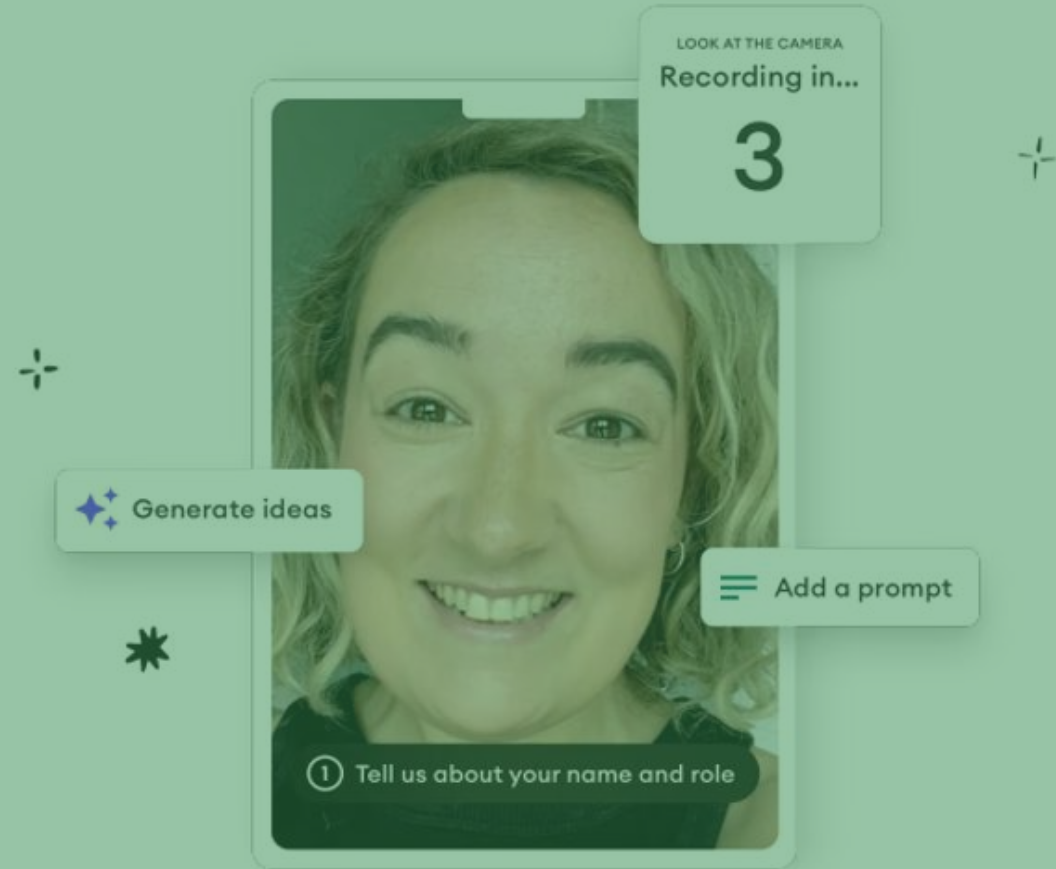
Unseen Group is a UK-based early careers and talent solutions group providing digital recruitment, assessment, and employability services. The group operates an integrated platform supporting employers and educators across early talent attraction, selection, and development, with a portfolio of specialist brands focused on graduate and emerging workforce markets. Unseen Group has been backed by private equity investor Pelican Capital since May 2024.

OUR ROLE

Boxington acted as exclusive M&A lead sell-side advisor to **Seenit**, identifying and accessing the most relevant people-focused technology buyers through our proprietary, research-driven network.

ABOUT BOXINGTON

Boxington is a Founder-focused mergers and acquisitions (M&A) advisory house, specialising in the **Workforce Management**, Digital & Data, Training & Education, Built Environment and Consulting sectors globally.



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