

Mayfair Equity Partners continues expansion with senior investment hire

- Neil Price joins from Lloyds Bank, where he was Head of Strategic Debt Finance and Capital Structure Advisory
 - 20 years of experience in leverage finance
 - Assumes role of Managing Director
 - Total team now numbers 24

21st January 2020: Mayfair Equity Partners (“Mayfair”), the buyout and growth investor providing capital to dynamic businesses in the TMT and Consumer sectors, is pleased to announce it has hired Neil Price as Managing Director. Neil brings two decades of credit, deal and portfolio experience to Mayfair. He will be building on the firm’s investment capabilities, expanding on its extensive network of industry relationships, and exploring new partnership opportunities. The hire follows Mayfair’s portfolio expanding to over 12 fast-growing companies and the successful closing of Mayfair Equity Partners Fund II LP at its hard cap of £650 million, which was oversubscribed.

Prior to joining Mayfair, Neil was Managing Director and Head of Strategic Debt Finance at Lloyds Bank, one of the largest leverage finance deal execution teams in the UK, managing and deploying a balance sheet in excess of £5 billion. Neil helped grow the team to over 65 professionals, executing more than 150 new transactions a year. While at Lloyds, he was also a member of the Investment and Commercial Banking Credit Committees where he sanctioned credit structures provided to all industry verticals and financial institutions.

Over 2019 Mayfair has substantially grown its portfolio, operations and investment capabilities, as well as achieving the firm’s first full exit since establishment with the sale of Fox International to Lew’s Holdings Corporation. During the year Mayfair also hired seven new team members and promoted Rob Curwen to Managing Director and Yusuf Hoballah to Director. Mayfair plans to further expand its talent pool over time as it continues to execute its strategy of identifying and partnering with managers of innovative, high growth TMT and consumer businesses.

Daniel Sasaki, Managing Partner at Mayfair Equity Partners said; *“We are thrilled to welcome Neil to Mayfair, where he will bring many strong relationships across the UK and many years of deal experience to the firm. Neil’s profile in and knowledge of the UK middle market will be incredibly beneficial to the management teams with whom we partner.”*

Neil Price, Managing Director at Mayfair Equity Partners said; *“I am delighted to be joining Mayfair. The private capital sector has been transformed in recent years, with more leading innovators and outperforming companies seeking financial support from the private market than ever. Mayfair’s strategy and sector focused approach continues to be highly appealing and I’m excited about working with entrepreneurial businesses that fit Mayfair’s partnership approach. Their ability to identify unique opportunities and maintain those relationships over the long term, sets them apart from many others in the sector and I look forward to supporting them in their future development.”*

Press Contacts

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ABOUT MAYFAIR EQUITY PARTNERS

Mayfair Equity Partners is a buyout and growth capital investor providing capital to dynamic businesses in the TMT and Consumer sectors. Its primary focus is on building strong partnerships with exceptional management teams. Mayfair is an investor in OVO Energy, a high-growth tech-enabled challenger brand in the energy space, YO!, a multi-brand multi-channel sushi platform with operations across the UK, Canada and the US, SuperAwesome, a global high-growth digital marketing business whose technology platform enables brands and agencies to deliver kid-safe digital advertising to under-thirteen audiences and Pixomondo, the VFX house behind the Emmy-winning HBO series Game of Thrones and the Oscar-winning 2011 film Hugo, as well as seven other promising growth businesses.