

## **Seraphine successfully admitted to trading on London Stock Exchange**

London, 16 July: Mayfair Equity Partners (“Mayfair”), the leading tech and consumer growth investor, is pleased to announce the successful admission to trading of Seraphine Group PLC on the London Stock Exchange’s main market.

Seraphine is an international digitally-led maternity and nursing wear brand with a diverse range of innovative maternity and nursing products serving an under-competed global market. The Group was founded in 2002 with the vision of creating desirable clothes which women would want to wear even if they were not pregnant, and this ethos remains true to this day.

Bertie Aykroyd, Partner of Mayfair Equity Partners, said: *“This is an incredibly exciting milestone for the Seraphine brand, management, and all those that have helped get the company where it is today. With access to the public markets, Seraphine will gain a new level of international brand recognition and access to new sources of capital. We are thrilled to continue our partnership with management and to support Seraphine’s international expansion.”*

For more information:

<https://www.seraphinegroupplc.com/investors/ipo/document-library/>

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### **About Mayfair Equity Partners**

Mayfair Equity Partners is a leading tech and consumer growth investor. Its primary focus is on building strong partnerships with exceptional management teams. Mayfair has a strong track record in supporting digitally enabled businesses, including OVO Group, a technology-enabled market leader in the retail energy space, Parcel2Go, the UK’s leading online marketplace for parcel delivery and international freight shipping services, atHome Group, the market leading property and auto classifieds platform, and Fox International (exited), the leading fishing enthusiast brand platform in Europe.

More information: <https://www.mayfairequity.com/>