

Mayfair Equity Partners LLP

Mayfair announces final close of maiden fund at £400 million, exceeding initial target in oversubscribed fundraising

(London, 28 September 2016): Mayfair Equity Partners ("Mayfair"), the buyout and growth capital investor providing capital to dynamic businesses in the Technology and Consumer sectors, has achieved a final close on its maiden fund, Mayfair Equity Partners Fund I LP (the "Fund"), at £400 million, exceeding its target of £350 million. In addition, the Fund also has access to significant co-investment capital.

In an oversubscribed fundraising, the Fund attracted commitments from a broad and diverse cross section of large and sophisticated investors from the UK, Europe, the Middle East and North America, including leading pension funds, asset managers, fund-of-funds, sovereign wealth funds, family offices and other institutional investors.

Commenting on the final close, Mayfair's Managing Partner, Daniel Sasaki, said:

"We are privileged to have received such strong interest for our maiden fund and we would like to thank all of our current partners for their support. Exceeding our target is a strong endorsement of our market opportunity, investment approach, team, track record and current portfolio. It is also a reflection of the close alignment of interests that has been fostered between our partners and ourselves during the fundraising and the completion of our first investments from the Fund."

"Mayfair's maiden fund was launched in 2015 with the plan of making eight to twelve investments. All four of the investments completed so far are performing well which is a testament to the quality of the management teams that we have partnered with and to our own ability to add to their success. We continue to see a strong pipeline of attractive opportunities. We look forward to supporting further innovative, market-leading businesses and their dynamic management teams to deliver growth. In turn, we expect to continue to generate strong returns for our investors."

Mayfair is focused on the Technology and Consumer sectors and pursues an investment philosophy of backing talented and motivated management teams with strong track records over simply buying assets. Mayfair's value proposition is to act as an empowering and engaged equity partner to help management teams unlock and accelerate value creation. Mayfair's four founding partners, Daniel Sasaki, Waqqas Ahmad, Bertie Aykroyd and Kunal Dasgupta, have a strong track record of working together to make great investments and create equity value.

The Fund has invested in four businesses to date: Ovo Energy, one of the UK's leading independent suppliers of domestic energy; Fox International, one of Europe's leading providers of sport fishing equipment; Hotels & More Ltd., a leading B2B partner for travel businesses selling inbound tours to the United Kingdom and Ireland; and YO! Sushi, the UK's leading fast-casual restaurant operator focusing on Japanese cuisine.

Macfarlanes acted as legal counsel and Triago acted as placement agent to the Fund.

- Ends -

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Notes to Editors: 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, one of the UK's leading independent suppliers of domestic energy, Yo! Sushi, the UK's leading fast-casual restaurant operator focusing on Japanese cuisine, Fox International, European's leading independent fishing brand, and Hotels & More Ltd., a professional B2B partner for group tours and frequent individual travellers to the United Kingdom and Ireland. www.mayfairequity.com