

## Mayfair Equity Partners adds two new partners and announces team promotions

LONDON 25th April 2024 – Mayfair Equity Partners (“Mayfair” or “the Firm”), a dedicated technology and consumer investor with over £2 billion in assets under management, is pleased to announce three promotions, including the appointment of two new Partners plus the creation of a new senior data role focussed on scaling the Firm’s capabilities in this area, reporting directly to Daniel Sasaki, Mayfair’s Managing Partner.

Specialist Managing Director Nick Keegan and Investment Managing Director Yusuf Hoballah have both been promoted to Partner. The Firm is also pleased to announce the promotion of Abbie Robus to Senior Associate and the appointment of Maria Carradice to a new role to lead the delivery of Mayfair’s evolving data strategy.

Mayfair’s philosophy is to back people and their ideas, working with founders and management teams to execute growth plans at pace. To achieve this, Mayfair has built a dedicated team of Specialists who have decades of experience working for PE backed businesses and some of the world’s biggest companies. Mayfair’s integrated staffing model means that its Investment and Specialist teams work together to support portfolio companies across the investment cycle.

*“We’re delighted to promote Yusuf and Nick to Partner, Abbie to Senior Associate, and for Maria to assume her new role”, commented Daniel Sasaki, Managing Partner of Mayfair. “They have all made a significant contribution to our success to date, working as part of our integrated staffing model to help scale successful companies and drive growth across our portfolio. They’re also part of a wider team that we’re incredibly proud of, who come from a range of backgrounds with diverse experiences, and who through hard work and dedication, create tangible value for our investors.”*

Yusuf Hoballah has been a member of the investment team since 2017. He has been instrumental to both the origination and execution of new investments and is highly involved with supporting portfolio companies on their strategies and operational objectives. Most recently, Yusuf worked on the sale of Snowfox Group to Zensho Holdings for \$621mn, the largest consumer exit by a UK private equity firm in 2023. In the last year, Yusuf has also supported EGYM on its \$225mn Series F funding round. Prior to joining Mayfair, he was a member of the Morgan Stanley Private Equity team focusing on majority buyout investments in North America and Western Europe.

Nick Keegan joined Mayfair in 2018 as a Specialist focused on value creation through Marketing Effectiveness. Nick has played an important role across the investment cycle with a particular focus on

# MAYFAIR

## EQUITY PARTNERS

brand strategy, go to market strategies, digital marketing and communications. Notable initiatives include Fox International's highly successful digital marketing strategy, marketing and communications in support of Parcel2Go's exit and the ongoing development of marketing attribution models for TrustedHousesitters. He joined having spent over a decade advising some of the world's leading brands at PE backed communications consultancy Blue Rubicon.

Abbie Robus has been promoted to Senior Associate within the investment team. She joined in 2022 from KPMG's Corporate Finance team where she was a manager advising financial sponsors and corporates on mid-market sell-side and buy-side transactions. Mostly recently, Abbie worked on the merger of AI-powered Language Services Provider Jonckers with Acclaro, an international translation and localisation agency, to create a language services powerhouse.

In addition to the Firm's promotions, Maria Carradice, who has been Mayfair's ESG Specialist since 2015, will also assume responsibility for evolving Mayfair's internal data systems and capabilities. Following the successful launch of ListAlpha, an innovative deal flow platform for investors that has been developed with support from Mayfair, the Firm is increasing its focus on data. Maria's new role will be to make data-centricity a key competitive advantage for the Firm.

### **About Mayfair Equity Partners**

Mayfair Equity Partners is a dedicated technology and consumer investor, with assets under management of over £2 billion. Mayfair's investment philosophy centres on backing people and their ideas, working with founders and management teams to help them realise their ambitions. Mayfair's model of Active Partnership includes a senior team of dedicated functional Specialists who support portfolio companies with business process improvement initiatives that help unlock their full potential.

Mayfair has an established track record of supporting fast-growing, sector-defining companies, including Ovo, a digital challenger which has scaled to become the third largest provider in the UK retail energy sector; LoopMe, a leading brand-focused mobile advertising platform; and Tangle Teezer, the category defining British haircare brand. For more information, please visit [www.mayfairequity.com](http://www.mayfairequity.com).

For more information, please visit [www.mayfairequity.com](http://www.mayfairequity.com).

### **Contact Mayfair Equity Partners**

Charlie Harrison

The One Nine Three Group

[Charlie.harrison@the193.com](mailto:Charlie.harrison@the193.com)

+44-788-4136-143