

Mayfair Equity Partners recognises team achievements with promotions

- Paul Reading has been promoted to Managing Director
 - Shiva Tiwari has been promoted to Director
- Kristina Hristova has been promoted to Associate Director
- Aryo Tehranian has been promoted to Senior Associate
- Omar Kanafani has been promoted to Senior Associate

Thursday, 23rd April 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 five promotions across the team.

Established in 2015, Mayfair manages over £1.25 billion across several funds and has a current portfolio of 13 fast-growing companies. In the last year, Mayfair has grown that portfolio with the completion of four new investments and has continued to augment its team. Importantly, Mayfair has also been successful in developing its professionals and is delighted to announce the following promotions:

Paul Reading has been promoted to Managing Director from Portfolio Director, a role he held since joining Mayfair in 2019. Paul’s primary focus is working alongside portfolio companies to identify, quantify and unlock portfolio performance improvement opportunities, including post-merger integration, carve outs and business operation updates.

Shiva Tiwari has been promoted to Director. He joined Mayfair in 2018 as an Associate Director, having previously worked at Inflexion, in Credit Suisse’s M&A team and as a private equity lawyer at Clifford Chance.

Kristina Hristova has been promoted to Associate Director from Senior Associate. Kristina started at Mayfair in 2018, having completed her MBA at Harvard Business School. Prior to that, Kristina was based in New York where she was an associate at The Wicks Group. She started her career in the M&A division of Barclays investment bank.

Aryo Tehranian and Omar Kanafani have been promoted to Senior Associate from Associate. Aryo and Omar both joined Mayfair in 2019, with Aryo joining from the Leveraged Finance Sponsors Group at Credit Suisse and Omar from Partners Group, prior to which he was a management consultant at Parthenon.

Commenting on the promotions Daniel Sasaki, Managing Partner of Mayfair, said; *“Especially during these unprecedented times, it is important to highlight excellent performance and hard work. The promotions announced today are reflective of the valuable contribution made by each individual team member. We are very grateful to have such an excellent team. We look forward to continuing to support the entire team in their future development.”*

Press Contacts

For Mayfair

Charlie Harrison & Ed Brown

Edelman: +4420 3047 4228 / +4420 3047 2268

ABOUT MAYFAIR EQUITY PARTNERS

Mayfair Equity Partners is a buyout and growth capital investor providing capital to dynamic

MAYFAIR

EQUITY PARTNERS

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 nine other promising growth businesses.