

Mayfair Equity Partners promotes two team members in the wake of successful fundraising

- *Rob Curwen has been promoted to Managing Director*
 - *Yusuf Hoballah has been promoted to Director*
 - *Total team now numbers 23*

Monday, 29 April 2019: 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 promoted two key team members. Rob Curwen has been promoted to Managing Director and Yusuf Hoballah has been promoted to Director. These promotions follow the successful close on Mayfair Equity Partners Fund II LP at its hard cap of £650 million, exceeding its target of £600 million.

Rob joined Mayfair in 2015 to work alongside portfolio companies to identify, quantify and unlock portfolio business process improvement. Rob’s expertise as a former operational consultant allows him to focus on opportunities to drive incremental value in business operations with the aim of supporting the management teams with whom Mayfair partners to deliver their plans faster or with less risk.

Yusuf joined Mayfair in 2017 having previously been a Vice President at Morgan Stanley Private Equity. Since joining the Mayfair team, Yusuf has played a central role in new investments such as GCI and Promise Gluten Free, as well as providing strong portfolio support to YO!.

In recent months Mayfair has substantially augmented its portfolio, operations and investment functions. Its portfolio now totals 10 exciting growth investments including Fox international, YO!, Ultrahaptics, SuperAwesome, Pixomondo and OVO Energy, amongst others. To support the high level of activity and increasing size of its portfolio, Mayfair has focused on growing its headcount and the team now totals 23 highly-experienced professionals. Five of these have joined recently: Nils Schander and Paul Reading as Directors, Ihar Valodzin as a Senior Associate and Aryo Tehranian and Omar Kanafani as Associates. Mayfair plans to further expand its talent pool over time as it continues to execute its strategy of identifying and partnering with managers of unique, high growth TMT and consumer businesses.

Daniel Sasaki, Managing Partner at Mayfair Equity Partners said: *“I am very happy to announce Rob and Yusuf’s promotions. As integral members of our team, their commitment, drive and expertise perfectly embody the ethos and spirit that we are proud to have created here at Mayfair. I am excited that we can enter the next stage of our development with such a strong team and I look forward to building on the excellent progress made to-date.”*

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 businesses in the TMT and Consumer sectors. Its primary focus is on building strong partnerships with exceptional management teams.

MAYFAIR

EQUITY PARTNERS

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, Pixomondo, the VFX house behind the Emmy-winning HBO series Game of Thrones and the Oscar-winning 2011 film Hugo and GCI, one of the UK's leading Converged ICT Service Providers, as well as five other promising growth businesses.

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