

Mayfair Equity Partners successfully closes oversubscribed Fund II at £650 million hard cap while expanding team to accelerate growth

- *Mayfair Equity Partners successful second fundraise takes total assets under management to more than £1 billion in under four years*
 - *Team doubled in size in last twelve months*
 - *Portfolio delivering strong growth and strong pipeline of new opportunities*

Monday, 21 January 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 achieved a final close on Mayfair Equity Partners Fund II LP (“Fund II”) at its hard cap of £650 million, exceeding its target of £600 million. Mayfair has now fully deployed Mayfair Equity Partners Fund I LP and will begin investing Fund II.

Demonstrating the investor interest in Mayfair’s capabilities and track record, the fund was oversubscribed and received strong support from existing investors and a number of new Limited Partners (“LPs”). Several of the new LPs were referred to Mayfair by existing LPs. The offering was taken up by 20 sophisticated institutions. Approximately 85% of the capital came from pension plans and pension advisers, about 10% from foundations and family offices, and 5% from fund-of-funds. About 40% of the capital came from US institutions, with 30% from Europe and 25% from the UK.

Mayfair will continue to execute its strategy of identifying and partnering with managers of unique, high growth TMT and Consumer businesses. As an engaged equity partner, Mayfair helps these management teams unlock and accelerate value creation. Mayfair has successfully sourced and executed six exciting growth investments, including Ultrahaptics, SuperAwesome and Pixomondo, the VFX house behind the Emmy-winning HBO series Game of Thrones and the Oscar-winning 2011 film Hugo, in the past two years alone. In that same period, Mayfair has also made 12 portfolio acquisitions, including supporting YO! in its acquisition of Bento Sushi, North America’s second largest sushi brand, creating a global multi-channel and multi-brand sushi platform. As it starts to invest from Fund II, Mayfair’s pipeline continues to go from strength to strength.

Mayfair has significantly grown its headcount to support the high level of activity and increasing size of the portfolio. In recent months, Mayfair has appointed six highly experienced team members including four new members in the investment team and two in operations. Mayfair plans to continue to expand its highly-skilled team with three additional members joining in the next few months.

Daniel Sasaki, Managing Partner at Mayfair Equity Partners said: *“We are delighted to complete our second fundraise following the success of our maiden fund and see this latest close as a clear endorsement of Mayfair’s strategy of building strong partnerships with exceptional management teams. We continue to see a significant opportunity to provide entrepreneurs and fast-growing companies highly supportive counsel and capital to help them fulfil their ambitions.”*

“I am also delighted to welcome the new members of the Mayfair team. We are excited to add such a wealth of new talent and complementary skills to our team as we continue to deepen our offering and execute on our strategy.”

Mayfair’s legal adviser was Macfarlanes. Mayfair did not use a placement agent.

MAYFAIR

EQUITY PARTNERS

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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 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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