

PRESS RELEASE

13th May 2019

Strata Partners advises Joyful on its sale to The Access Group

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Joyful on its sale to The Access Group ("Access").

Joyful is a London-based provider of website creation and online marketing Software as a Service (SaaS) solutions to Charity and Membership organisations in the UK, Australia, Ireland and New Zealand.

Since launching its SaaS solutions in 2014, Joyful has grown rapidly to become the market leader in software-based website creation and online marketing tools for mid-sized and small charities in the UK and Australia. Approximately 900 customers across two continents use Joyful's solutions to create an engaging digital presence that enables them to raise tens of millions of pounds and to create more impact in support of their goals.

Joyful has developed a suite of tools tailored for the needs of not-for-profits including a sophisticated content management system (CMS) to create engaging, interactive websites and to enable effective fundraising. Joyful is a leading Google Ad Grant partner, and has built a powerful Google Ads marketing tool that can instantly magnify a charity's reach and engagement. Joyful's solutions incorporate the latest machine learning capabilities so that charities benefit immediately from the intelligence that Joyful has captured from its years of experience of building digital solutions for not-for-profits.

Tom Latchford, CEO and founder of Joyful, commented on the fit with Access as follows:

"As one of the fastest growing technology providers in the UK, we are confident that Access is the right partner to join forces with to take all we have achieved with Joyful to the next level. Access shares our care for clients and, combined, we can offer the strongest suite of tools in the sector. We're particularly excited to be able to provide integrated CRM functionality together with our sophisticated website building and online marketing tools."

For more information about Joyful, please see www.joyful.org.

The Access Group is one of the UK's leading providers of software to growing mid-market businesses and charities, and is backed by TA Associates and Hg. In its 2018 fiscal year, it generated turnover of £143.1 million and EBITDA of £47.6 million, making it one of the UK's largest private software companies.

About Strata Partners

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at www.strata-partners.com.



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