

PRESS RELEASE25th November 2020**Strata Partners advises Dohop on a Growth Equity Financing from Scottish Equity Partners (SEP)**

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Dohop ehf. ("Dohop"), a Reykjavik-based provider of virtual interlining software for airlines, on a growth equity financing from Scottish Equity Partners ("SEP"), one of Europe's leading growth equity firms.

Dohop is an award-winning travel technology provider founded in Iceland with 15 years' experience in developing innovative solutions in the field of aviation and travel. Its core technology is focused on creating connecting itineraries. Being at the forefront of digital innovation in the field of interline technology, Dohop has developed solutions for forward-thinking airlines, alliances and airports all around the globe, including Avianca, easyJet, Eurowings, Gatwick Airport, Jetstar Group, SkyTeam, Transavia and Volotea.

SEP is one of Europe's leading growth equity firms and for twenty years has helped founder-led teams to build their businesses and achieve their global ambitions. Providing investment, alongside expertise and access to an international network, SEP works with management to maximise business growth and value. Technology focused, with particular expertise in software and consumer internet companies, SEP has been a supportive investor to some of Europe's most successful businesses. In the air travel sector, SEP was the first investor in Skyscanner, the leading global travel search business, which was acquired by NASDAQ-listed travel company Trip.com for £1.4 billion in 2016.

With the investment by SEP, Dohop will be able to accelerate its plans to transform how airlines and other travel providers enable passengers to build complex itineraries as the global travel industry transforms in the wake of the Covid-19 pandemic, driving product development forward, expanding its customer network to more airlines and travel providers, and continuing to anticipate the evolving technology needs of the airline industry at a time of great change in an agile and innovative manner.

Strata assisted Dohop with refining and modelling out the investment case around their virtual interlining solutions as well as identifying potential investors with experience in airline and travel distribution technology. Strata project managed the investment process from investor contacts through term sheet negotiation and due diligence up to completion, coordinating workstreams involving multiple stakeholders. Dohop's greatest challenge during the process was the impact of the Covid-19 pandemic on their bookings-based business model: Strata played a vital role in maintaining communications with SEP following the shutdown of most air travel in March, keeping the fundraising process moving forward at a time when Dohop and its clients were facing the worst crisis in the history of commercial aviation.

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. In the airline technology



& distribution sector, Strata has previously advised companies including Amadeus, Mercator and Vayant on corporate finance transactions.

Learn more about Strata at www.strata-partners.com.

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