

Strata Partners welcomes Piers Hartland-Swann as Partner

Strata Partners is delighted to announce the appointment of Piers Hartland-Swann as Partner. Piers brings over 25 years of corporate finance and investment banking experience, with a very strong track record in mergers and acquisitions for software, IT services and e-commerce companies in particular. Piers reinforces Strata's experience and network in sectors such as healthcare, education and retail & hospitality technology, while bringing additional expertise in areas such as DevOps, e-commerce agencies and AI technology.

Piers joins Strata from FirstCapital, where he was a Managing Director and advised high growth technology companies on capital raising and M&A. Transactions that Piers has led in recent years include the sales of CareWorks to Advanced Computer Systems, bloomsbury.ai to Facebook, Salmon to WPP, Teachers2Parents to Education Brands and DesignMyNight to Access Group. Before his role at FirstCapital, he was a Senior Managing Director at Bear Stearns in Hong Kong, where he led the team that advised China Telecom on their US\$1.4bn IPO. Prior to that, Piers spent 14 years at UBS Warburg in London and Hong Kong, latterly as Head of Asian Telecoms corporate finance, where he worked on several landmark TMT deals including PCCW's US\$34bn acquisition of Hong Kong Telecom, Asia's largest ever M&A deal.

Piers Hartland-Swann commented, "I am delighted to be joining Strata, which has a top-quality reputation, as they grow their business. With my experience in global M&A and corporate finance, I am looking forward to helping expand Strata's reach and execution capabilities. In recent years, my primary focus has been on sell sides of software, IT services and digital agency businesses, which allows me to bring a substantial network of buyers from around the globe to add to Strata's existing relationships. In addition, my experience of strategic advisory assignments and acquihire deals is highly complementary to the Strata team's track record of successful buy side, carve out and capital raising transactions. Together, we can offer one of deepest pools of corporate finance advice to clients across the European technology landscape."

Robert Lees, Managing Partner of Strata Partners, said, "We are delighted to welcome Piers to Strata. Information technology and life sciences, the two sectors that we have focused on since Strata was founded, are experiencing heightened investment and M&A activity across the board. In response to the very strong demand for our services from ambitious technology businesses, we have been keen to bring another senior technology banker on board for some time. Adding Piers to the team extends our network, expands our pool of senior resources to execute larger and more complex transactions, adds complementary sector insight and relationships, and brings the benefits of another seasoned software and IT services specialist. Together with our three new hires in the last quarter, from the Analyst to the Director level, recruiting Piers helps us to provide our growing base of clients with the first rate advice and resources they need to execute highly strategic transactions."

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 and 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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