

PRESS RELEASE

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Strata Partners advises Averroes Capital on its investment in Journey Hospitality

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Averroes Capital ("Averroes") on its significant growth capital investment in Journey Hospitality ("Journey").

This is the maiden investment made by Averroes, a new UK based mid-market private equity investor that partners with ambitious management teams to deliver growth and build great businesses.

Founded in 2012 and headquartered in Cheltenham, Journey recently launched its 'onejourney' ecommerce platform for hotel operators, which is already being used by over 100 luxury hotels and resorts. The software aggregates all of a hotel's products into live bookable inventory, enabling hotel guests to book multiple services (including rooms, spa treatments and dining tables) seamlessly online in one basket, with significant benefits both for hotel profitability and for the customer experience.

Averroes has obtained a significant stake in Journey Hospitality by purchasing shares from the company's initial investors as well as by providing the business with a growth capital investment of £5m, which will accelerate Journey's ability to deliver its vision to revolutionise ecommerce for the hospitality industry. Averroes' investment, which is the first growth funding raise for the company since it was established in 2012, will help Journey advance its product development by strengthening its tech teams, scaling its sales and support capabilities for clients, and further internationalising its customer base using the platform's integrations.

Robert Lees, Managing Partner of Strata Partners, commented: "Strata is delighted to have advised Averroes Capital. Given the unique strengths of the onejourney platform and Journey's experienced and ambitious team, we are sure that this investment will be the catalyst that enables Journey to grow into a leading force in hospitality ecommerce in the coming years. Congratulations to Averroes in backing one of the most exciting companies we have seen in our 15+ years of work in the hospitality technology sector!"

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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