

Strata Partners welcomes Anthony Chow as Partner

Strata Partners is delighted to announce the appointment of Anthony Chow as Partner. Anthony brings over 19 years of equity research, corporate finance and investment banking experience with a strong track record in software, digital media, and eCommerce in particular. Anthony reinforces Strata Partners' experience and network in sectors such as digital health, education, retail and travel technology, while bringing additional expertise and relationships in areas such as eCommerce and AI technology.

Anthony joins Strata Partners from Ardent Advisors, where he advised high growth technology companies on capital raising and M&A for over 14 years. Transactions that Anthony originated and worked on in recent years included fundraises for Arkk Solutions, Energy Helpline, Infinity Tracking, MatchesFashion.com, My-wardrobe.com, Tictrac, Wetsuit Outlet and Woodhouse Clothing, as well as the trade sales of SeeQuestor and FSN.net to Moneysupermarket.com.

Before Ardent, while at Canaccord Genuity, Anthony provided equity research on ASOS, Moneysupermarket.com, Rightmove, Tradedoubler, YouGov and a number of online gaming and payment businesses including Neteller and Playtech. Prior to his role at Canaccord Genuity, Anthony worked at ING Barings both in the IT department as a project manager as well as in the equity research departments in Tokyo and Hong Kong where he worked for the Chief Asian Strategist. Anthony completed an MBA at Oxford University and an undergraduate degree in Computer Science at the University of British Columbia and has lived in Canada, Tokyo and Hong Kong as well as London.

Anthony Chow commented, "I am very excited to be joining Strata Partners, one of the most highly respected corporate finance teams in London, as they continue to expand their business. With my experience in private equity and growth fundraising, I am looking forward to helping Strata Partners build their capital raising franchise. And I look forward to leveraging my experience of raising private equity funding and arranging trade sales for digital media and eCommerce to expand Strata Partners' sector focus, while reinforcing their strong franchise in B2B SaaS."

Robert Lees, Managing Partner of Strata Partners, said, *"We are delighted to welcome Anthony to Strata Partners. Attracting a senior banker with Anthony's track record of originating high quality fundraising and M&A mandates is an important step in our growth plan. Anthony's experience in eCommerce, digital media and digital health is highly complementary to our existing sector coverage, while his relationships in B2B SaaS and travel technology reinforce our existing strong network in those fields. We also welcome the many investor relationships Anthony brings, across the venture, growth and private equity communities in the UK.*

We look forward to working together with Anthony to provide a first-class corporate finance service to ambitious technology, eCommerce, digital media and digital health companies across Europe."

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

For more information, please contact:

Robert Lees, Managing Partner

robert.lees@strata-partners.com

M: +44 (0) 7771 755 773

Anthony Chow, Partner

anthony.chow@strata-partners.com

M: +44 (0) 7791 975 723