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# Strata Partners advises Branchspace on its £5 million capital raise by Gresham House Ventures

Strata Partners is delighted to announce that it acted as exclusive financial adviser to Branchspace Limited ("Branchspace") on its £5 million capital raise by Gresham House Ventures ("Gresham").

Set against a post-pandemic backdrop of strongly rebounding air travel, Branchspace addresses a growing demand from airlines to create a modern retail offering and meet evolving customer needs for relevant, personalised shopping and self-service experiences.

Founded in 2013 and headquartered in London, Branchspace allows clients to create and manage personalised, data-driven digital commerce experiences to increase direct distribution and take greater ownership of the end-to-end customer journey. Branchspace provides solutions across the entire tech stack including solutions architecture, digital performance reviews and UX/UI experience design, alongside a proprietary booking and conversion engine and dynamic retailing software platform, Triplake, which has gained significant traction since launching in 2021.

The investment will be used primarily to accelerate the growth of Branchspace's comprehensive and best-in-class suite of software components to ensure travellers experience effortless website and mobile app navigation, booking, ancillary offerings, check-in, servicing and payments.

Michael Huynh, Founder and Managing Director at Branchspace said: *"With Gresham House Ventures' support, we will accelerate the development and deployment of our modular Triplake dynamic retailing platform, delivering the best possible end to end experience for travellers. We will also enhance our leading Triplake Control Hub further for airline teams to drive one-to-one propositions and experiment and optimise performance in real time. This investment marks a significant milestone in our growth journey, and we remain steadfast in our mission to break down barriers of legacy technology and thinking to bring innovation to the forefront of the industry."*

Benjamin Faulkner, Associate Director at Gresham House Ventures said: *"As we witness a strong resurgence in air travel post-pandemic, airlines are determined to meet the ever-changing demands of their customers. Branchspace's solutions align perfectly with this industry-wide need and, with the successful launch of their Triplake product, have brought a step change in the technology tools available for retailing travel across the globe."*

## About Branchspace

Branchspace aims to be the most forward thinking and trusted technology partner for airlines and other travel companies to break barriers of legacy systems technology and thinking and create the best ways to plan, book and experience travel. The company provides services and solutions, including an ancillary marketplace and a best-in-class middleware API, to enable data-driven retailing. This allows airlines to already achieve modern airline retailing today with end-to-end experiences for travellers and staff. Branchspace is headquartered in London, with further offices in Krakow and Lisbon. Existing customers include among others Aegean, Air Malta, British Airways, Lufthansa Group, TAP Air Portugal and Turkish Airlines. Learn more at www.branchspace.com.

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**About Gresham House Ventures and Gresham House**

Gresham House Ventures is a growth equity investor specialised in scaling businesses with business models driven by technology, customer insight or service excellence. For more information, please visit www.greshamhouseventures.com.

**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, Dohop, Mercator and Vayant on corporate finance transactions. Learn more about Strata at www.strata-partners.com.

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