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Strata Partners Advises Tixserve on its capital raise by Maven Capital Partners

Strata Partners is delighted to announce that it acted as corporate finance adviser to Tixserve on its capital raise by Maven Capital Partners through the British Business Bank's South West Investment Fund.

Tixserve provides a modular digital ticket distribution and management platform that streamlines ticket delivery, event management, and fan engagement. Tixserve's white-label application is customised and branded for its clients, enabling them to distribute and host digital tickets, manage the attendee experience, and analyse event data, integrating with sales platforms and other applications.

An alternative to generic digital wallet technology, Tixserve supports a number of blue-chip clients including several high-profile sporting organisations such as England Rugby, Welsh Rugby, Scottish Rugby, Celtic FC, FA Wales, Glamorgan Cricket, Hong Kong China Rugby and Rugby Australia which have adopted its digital ticketing solutions to streamline operations and enhance fan engagement.

The investment will enable the company to embark on a recruitment drive and invest in its sales and marketing capabilities to underpin the next phase of growth. Funding will also allow Tixserve to increase its national reach and open a base in Bristol, as well as expand into further sports verticals and international markets.

On working with Strata, Tixserve CEO Patrick Kirby said: *"Now that the dust has settled on the successful completion of the Tixserve capital raise, I can honestly say that in my experience over the years of working with various corporate finance advisors, none of them came close to matching the excellence of the support and the outcome delivered by Strata Partners. Their professional competence, ingenuity, work ethic and laser-like focus on getting the transaction over the line coupled with a calming bed-side manner in high pressure situations makes it easy for me to strongly recommend Strata Partners to my peers."*

This marks Strata's third fundraising transaction for a UK and Irish company since 2022, following Novatus' capital raise from Maven Capital Partners in 2022 and Branchspace's capital raise from Gresham House Ventures in 2023. We continue to advise on capital raising for UK and Irish companies, as well as on exits for UK and Irish investors, such as the sale of Pure360 for SEP in 2021, Roomex for Molten Ventures and Frontline in 2022, Intelligent Reach for SEP in 2024 and intuitive for NVM Private Equity in 2025.

About Tixserve

Tixserve provides market-leading digital ticket fulfilment and fan engagement solutions for live sporting and entertainment events. The Tixserve Software-as-a-Service platform integrates with the various platforms used by its clients to sell tickets and distribute the tickets using proprietary, patented software that also enables the generation of valuable commercial data for its clients. The company serves major sporting organisations across rugby, football, tennis and cricket, delivering secure, sustainable, and fan-focused ticketing experiences. Dynamic, content-rich ticketing allows sponsors and event owners to drive additional revenue and engagement experiences. The Tixserve platform also has a proven track record of distributing digital tickets for

music events, including high-profile sell-out concerts in the UK. For more information, please visit https://www.tixserve.com/.

About Maven Capital Partners

Maven is one of the UK's leading private equity firms, specialising in investments in high growth British companies. With a focus on innovation and value creation, Maven partners with visionary entrepreneurs to build market leading businesses, supporting a range of transaction types, including management buyouts, growth capital, buy and build projects, equity value release and pre-IPO financing. For more information, please visit https://www.mavencp.com/.

About the British Business Bank

The British Business Bank is the UK government's economic development bank. Established in November 2014, its mission is to drive sustainable growth and prosperity across the UK and to enable the transition to a net zero economy, by improving access to finance for smaller businesses. Its remit is to design, deliver and efficiently manage UK-wide smaller business access to finance programmes for the UK government. For more information, please visit www.british-business-bank.co.uk.

The Nations and Regions Investment Funds increase the supply and diversity of early-stage finance for UK smaller businesses, providing finance to firms that might otherwise not receive investment and help to break down barriers in access to finance.

The British Business Bank is responsible for administering the Nations and Regions Investment Funds on behalf of the UK government. £200m has been allocated to provide a fund for businesses in the South West of England, building on the Cornwall and Isles of Scilly Investment Fund.

The South West Investment Fund offers a range of commercial finance options with small loans from £25,000 and equity investment up to £5m. The fund covers the entire South West region including Bristol, Cornwall and the Isles of Scilly, Devon, Dorset, Gloucestershire, Somerset and Wiltshire. For more information, please visit www.southwestinvestmentfund.co.uk.

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. For more information, please visit www.strata-partners.com.

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