

Browne Jacobson advises Apiary Capital on investment in pharmaceutical marketing agency PIO

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UK and Ireland law firm Browne Jacobson has advised Apiary Capital on its recent investment in performance.io (PIO), a digital performance marketing provider to the pharmaceutical industry.

PIO focuses on optimising the effectiveness of digital marketing for large pharma manufacturers and is one of the few scaled specialists in a sector where digital marketing adoption is growing but remains significantly behind other industries. Apiary's investment will further PIO's expansion in the US and Asia and will support its management team to continue to invest in people and technology as the company scales.

The Browne Jacobson team advising on the deal was co-led by private equity partner Gareth Davies and principal associate Matthew Dorman with support from senior associate Chiara Howfield, and associates Benedetta Cocconi, Jonathan Bradley and Joe Harris (corporate); principal associate Jennifer Jenkins (employment), and principal associate Craig Thomas and senior associate Christian Burchardt (tax).

Gareth Davies, private equity partner at Browne Jacobson said: "At Browne Jacobson, our extensive experience in the sector across the UK, Ireland and beyond has positioned us well within the industry, and we are proud to have supported Apiary Capital in this significant investment. It aligns with the broader surge in life sciences tech investments across the UK and Ireland and reflects the strategic focus on driving sustainable, long-term value within technology and healthcare. As the industry continues evolving, we're confident this investment will empower PIO to strengthen its position in the pharmaceutical sector, accelerating growth and innovation."

Jess French, investment director at Apiary Capital, said: "PIO represents the ideal investment for Apiary: an innovative, founder-led company with a distinct market position and strong commitment to delivering tangible, measurable value to its clients. This investment aligns with our strategy of backing businesses that have the potential to lead and redefine their industries, and we look forward to supporting PIO as it fast tracks its growth ambitions internationally. We are deeply appreciative of the expert guidance and steadfast support we received from Browne Jacobson along the way, as they have been crucial in navigating this pivotal transaction."

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