

# Bishopsgate and Browne Jacobson advise on US firm's acquisition of Notts based tech services business Custard

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The acquisition will support Thrive in its ambitions to further expand its IT solutions offering in the UK.

Nottingham and London headquartered Custard which was founded in 1996, specialises in the provision of innovative tailored solutions including IT consultancy, managed services, disaster recovery planning, IT security, back-up solutions, and software and hardware support. The business is a trusted partner to Microsoft (including Microsoft Teams), EE, HP, Fortinet and Purestorage and works with a national and international client base.

The Bishopsgate advisory team was led by partner **James McBain Allan** and manager **Sam Holmes** whilst **head of corporate**, Richard Cox and **senior associate** Sam Sharp led from the Browne Jacobson side.

**James** said: "We are delighted to have supported Custard and Thrive in the next exciting part of their growth strategy in the UK. Both businesses have an excellent industry reputation and are focused on delivering a truly innovative service to each of their customers, so they complement each other very well."

**Sam** added: "We are pleased to have supported on this international acquisition of this fantastic local business. Custard has a sterling reputation in the managed IT services space for providing innovative, tailored IT solutions that have re-imagined their client's business operations. They will be an excellent addition to Thrive's growing portfolio."

**Chris Pass, CEO and co-founder of Custard Technical Services** added: "We are excited to join Thrive's global roster and believe that our proven track record and our top-tier talented professionals will be an excellent complement to expand Thrive's extensive NextGen portfolio of solutions."

"I would also like to thank the Bishopsgate and Browne Jacobson teams for the excellent service and strong clear advice that we received. Their corporate dealmaking experience and the specialist technical knowledge they have of the tech sector helped us achieve the result we wanted."

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