

## Browne Jacobson advises Apiary Capital on G3 Comms investment

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The deal will also see Apiary provide on-going investments to support the company's long term organic and acquisitive growth strategy.

It is the third deal the team at Browne Jacobson has advised Apiary Capital on in the last 12 months. Last year it advised on the acquisition of The Appointment Group and in March this year acted on the management buy-out of Bertram Nursery Group.

Established in 2002, G3 Comms is an award winning B2B provider of end-to-end unified telecommunications solutions, systems integration, cloud and voice services. It aims to help medium-sized multi-site UK enterprises with global operations meet their business needs. Clients include Volkswagen, Thomas Cook, Crossrail and Westpac.

Apiary Capital is a lower mid-market private equity house that invests in the education, healthcare, business and technology sectors. Apiary closed its first fund at £200 million in 2018.

**Nicki Boyd, partner at Apiary Capital, said:**

*"G3 Comms has built a platform that is now extremely well-placed to exploit the increasing corporate demand for service providers that can manage the complexity of diverse communications systems. With strong consultancy skills and a comprehensive suite of technical services, G3 Comms is ideally positioned for growth. We are delighted to be backing James and the G3 Comms team."*

*"This is the third deal from our maiden Fund that Browne Jacobson has supported us on. It says all you need to know about how much we trust them to deliver to our exacting standards. Once again the service we received has been first class."*

The Browne Jacobson team was led by corporate finance partner [Mark Hughes](#), with a cross firm team that also included [Gareth Davies](#), [Victoria Tomlinson](#) (nee Gaskell), [Sandra Wong](#) and [Lucinda Chaplin](#) (corporate), Jonathan Edwards, [Melanie Chisnall](#) and Sarah Hamilton (banking) and [Andrew Noble](#) and [Beth Dowson](#) (tax).

**Mark Hughes, added:**

*"We have significant experience in mid-market private equity work and are delighted to have completed a hat-trick of deals for Apiary Capital."*

*"G3 Comms has established an enviable platform for growth and Apiary's investment and in house expertise will ensure the business is best placed to build on its success."*

*"We wish Apiary all the best with G3 Comms and look forward to seeing the business achieve its ambitious growth plans."*

Browne Jacobson's award winning corporate finance team has recently been ranked by Experian as a top 20 UK corporate team, based on the volume of transactions.

# Contact

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