

Nottingham dealmakers advise Apiary Capital on latest investment in Roar Techmedia

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The investment has been used to acquire a portfolio of high profile trade sector events from Bristol-based Prysm Media Group.

These include leading recycling and waste management trade show RWM, the UK's largest disability and home care event Naidex, Call & Contact Centre Expo and Europe's leading marketing event B2B Marketing Expo.

Apiary Capital is a lower mid-market private equity house that invests in businesses in the education, healthcare, business and technology sectors valued between £10m and £50m. This is the fourth investment from its inaugural fund which closed at £200 million in 2018.

The Nottingham based Browne Jacobson team consisted of corporate finance partner [Mark Hughes](#), alongside associates [Sam Sharp](#) and [Victoria Hustler](#).

Dan Adler, Partner at Apiary Capital, said:

"Roar Techmedia is taking advantage of a rapidly growing market opportunity and has a uniquely dynamic and powerful approach.

"The proven expertise of Roar's management team, aligned with our track record in this sector, made it a compelling proposition for us.

"We look forward to working with the team as they implement their exciting plans for the exhibitions and to supporting the growth and global expansion of the business.

"Browne Jacobson's knowledge and expertise is the reason why we have consistently brought them on board as part of our team to help us get the deal completed and we are delighted with Mark and his team."

Mark Hughes added:

"We are delighted to have advised Apiary Capital on this important strategic investment which fits perfectly within its strategy of investing in businesses with exceptional management credentials, operating in strong growth sectors."

Browne Jacobson is ranked by Experian as one of the country's leading corporate finance teams with over 30 corporate and banking & finance lawyers delivering corporate and banking transactions across the wide range of services for domestic and international clients including, amongst others, FTSE 100 companies, private equity investors and the UK's leading banking institutions. The team has particular expertise in major strategic transactions, such as mergers and acquisitions (M&A), private equity and development capital investments, joint ventures and restructurings, property finance, refinancings, asset-based lending and regulated corporate work such as public company fundraising, funds formation and cross border restructuring.



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