

# Corporate dealmakers advise Sodexo Live! on its move to 100% stake in global sports, travel and hospitality provider STH

02 May 2023

Browne Jacobson's corporate lawyers have advised Sodexo Live! on its move to become sole owner of global provider of Sports, travel, hospitality and ticketing programmes for international events, Sports, Travel and Hospitality (STH).

Sodexo increased its current stake in STH to 100% which is an integral part of its business strategy.

Since 2005, Sodexo Live! has worked in partnership with Mike Burton Group (MBG) to create STH, which is known for designing and marketing exceptional travel and hospitality programs for some of the world's most prestigious sporting events, such as the last five Rugby World Cups, the Australian Open, ICC (International Cricket Council) tournaments and Roland Garros (the French Open).

The Browne Jacobson deal team comprised **partner Gareth Davies**, **senior associates Kirk Glenn** and **Matt Dorman**, and **associate Sonia Bains**.

**Partner Gareth Davies** said: "We are delighted to have been involved in this key, strategic deal for Sodexo Live! which reflects our growing credentials in the consumer and sports leisure sector.

"Having worked with the Sodexo business and M&A teams on a number of deals in the past 24 months, we understand their wider strategy and trajectory of growth. This exciting move will support Sodexo Live! in that growth - strengthening their reputation as a partner of choice for sports clients in the stadia and major international events sector."

Browne Jacobson's national corporate finance practice is ranked by Experian as one of the country's leading corporate finance teams. It operates from our offices in Birmingham, London, Manchester, and Nottingham and is made up of over 50 expert corporate, private equity, venture capital (VC) and banking & finance lawyers delivering multi-layered transactions across a diverse range of sectors. The team which recently won the 2023 Regional Legal Adviser category at Real Deals Private Equity Awards works collaboratively with a rich, diverse, and longstanding portfolio of domestic and international clients including, fast growing start-ups, FTSE 100 companies, private equity investors and the UK's leading banking institutions.

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