

# Peter Allen

Partner

 Manchester

[Peter.allen@brownejacobson.com](mailto:Peter.allen@brownejacobson.com)

+44 (0)330 045 2759

Peter is a partner heading up both our North West corporate team and the firm's Manchester office. Peter is a highly regarded adviser to all types of businesses, both UK and international. He is referred to in Legal 500 as providing “years of experience and great commercial awareness” and “a first rate service”.

Peter advises on all aspects of company law and corporate transactions but specialises in M&A, being particularly adept at looking after owner-managers and founders of businesses in the period leading up to and culminating in their exits.

He has a strong reputation for his unwavering support for his clients and going the extra mile, his pragmatic and collaborative approach, his ability to solve problems proactively and for providing balanced and commercially focused advice.

Peter brings over 25 years of experience to transactions both large and small. He has worked on transactions worth £100k to \$3bn during his career. His ethos is that every transaction, whatever the monetary value, is a significant transaction to those involved.

Recent notable transactions have included:

- Advising on the merger of World Options with Mail Boxes etc.
- Advising Liverpool-based video feedback platform LivingLens on its \$26m sale to NYSE-listed buyer, Medallia
- Acting for the shareholders of A Wilderness Way on an investment by BGF (a transaction which won Deal of the Year in its size category at the NW Insider Dealmakers in 2020)
- Acting for French electrical manufacturing group Sicame on UK M&A
- Acting for the founders and shareholders of Cooper Software on the investment by YFM
- Advising the shareholders of T Freemantle on its sale to Lifco AB of Sweden
- Advising the shareholders of Contact Lens Precision Laboratories Limited on its sale to listed Japanese buyer SEED Co Ltd.

Peter's opinions and input are widely sought on a variety of areas both legal and otherwise in relation to NW business and he is a regular collaborator and presenter at events and participant in panel discussions.

---

## Expertise

Financial services

Health and life sciences

Manufacturing and industrials

Retail, consumer and logistics

Technology

---

## Featured experience

### Shipping and logistics business acquisition

Advised on shipping and logistics business acquisition of Lancashire based World Options.

### Weight Partners Capital investment

Advised specialist healthcare services private equity investor, Weight Partners Capital on its investment into Grosvenor Health and Social Care.

### Advise on YFM Equity Partners buyout of Cooper Software

Advised the shareholders and management team on YFM Equity Partners' buyout of Cooper Software.

### Dairy co-op First Milk on Agricarbon

Advised British farmer-owned dairy co-operative First Milk on its strategic investment into soil carbon measurement company, Agricarbon.

---

## Testimonials

*"The team at Browne Jacobson delivered our business sale transaction on time against an extremely tight timeframe. The whole team at Browne Jacobson provided a structured, informative and supportive approach despite the grip of the Covid pandemic."*

**Richard Kitchen , Managing Director of T.Freemantle Limited**

*"Peter is first rate and brings City quality to the regions"*

**Garrett Hayes, McDermott Will & Emery**

*"Browne Jacobson were outstanding for us. Their work ethic, pragmatic approach, problem solving and pace enabled us to achieve great outcomes in a very demanding timeframe. I would whole heartedly recommend them!"*

**Carl Wong, Founder and former CEO and shareholder of LivingLens**

