

Press release
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For immediate publication

Stella Advisors and EOC Partners combine to form Stella EOC, a European leader in media and technology investment banking.

London and Stockholm 13 June 2017: Stella Advisors and EOC Partners today announce that they are merging their businesses to create one of the largest media and technology investment banking boutiques in Europe.

Stella EOC will bring deeper, even more powerful coverage right across the high growth tech and media sectors, and will bring highly relevant M&A advisory services to the dynamic and fast-paced markets where tech and media are currently converging, all to the benefit of both new and existing clients. Stella EOC will employ over 40 experienced bankers and will be one of the largest media and tech teams in Europe whilst keeping a boutique culture that ensures senior attention to clients and extensive sector understanding.

Both firms have built an exceptional track record having together advised on more than 200 high-profile transactions together over the past 16 years, covering media & entertainment, enterprise software, IT services, ecommerce, communications and technology sectors.

Stella EOC will provide clients with exceptional global coverage from the leading tech and media hubs in London, Stockholm, Berlin, Lausanne and Palo Alto. The expertise of the extended team will also strengthen the firm's wealth management and principal investment businesses.

Please read more about Stella EOC here: www.stellaeoc.com

"We have known the EOC team for a long time. Stella EOC creates a very strong platform, with extensive sector coverage. Our geographical coverage is also a perfect match," says Fredrik Malmberg, co-founder and Partner at Stella Advisors.

"M&A activity across our sectors is ever increasing both in volume and value terms and Stella EOC will be a sizable European player and a leader in the Nordics," says Kristoffer Källeskog, co-founder and Partner at EOC.

"This is a great combination and brings great new opportunities for our advisory investment businesses operating across all our industry sectors," says Henrik Sundberg, co-founder and Partner at Stella Advisors.

"The team at Stella has a tremendous record in media, internet and technology investment banking and I know that together we will create truly outstanding outcomes for our clients across Europe and worldwide," says EOC co-founder and Partner Martyn Macpherson.

An extensive track record in international M&A

Stella Advisors and EOC Partners have led many high-profile M&A transactions across the media, internet and tech sectors, including:

- Discovery Group sale of SBS Radio to Bauer Media (US/Germany)
- STP Informationstechnologie buyout and growth financing by HgCapital (Germany/UK)
- Bygghemma sale to Nordstjernan (Sweden/Sweden)

- Pro7Sat1 acquisitions of 44 Blue and Dorsey (Germany/US/US)
- Dunnhumby acquisition of Sociomantic Labs (UK/Germany)
- Apax Partners acquisition of Wehkamp (UK/Netherlands)
- Planet TV sale to Sony Pictures Television (Turkey/US)
- Veryday sale to McKinsey (Sweden/US)
- Infotheek sale to Altor (Netherlands/Sweden)
- Quickspin sale to Playtech (Sweden/Israel)
- CapMan sale of Nice Group to MTG (Finland/Sweden)
- Nordic Gaming Group sale to Betsson (Malta/Sweden)
- Egmont acquisition of TV2 Norway (Denmark/Norway)
- Mediatec sale to NEP (Sweden/US)
- Cint sale to Nordic Capital (Sweden/Sweden)
- Naspers sale of Trendsales to Tamedia (South Africa/Switzerland)
- Brightstep sale to Accenture (Sweden/US)

The groups have also advised on many successful debt and equity financings and private placements, including:

- Travelstart (South Africa)
- Expectation Group (UK)
- Readly (Sweden)
- Avalanche Studios (Sweden)
- Kwiff (UK/Malta)
- Bad Wolf (UK/US)
- Finleap (Germany)
- HBO Nordic (Sweden)

from leading strategic investors including MTN Group, Access Entertainment, Bertelsmann China, BBC Worldwide, Sony and Zalando as well as many top tier international financial sponsors.

Note to Editors:

Stella Advisors (www.stellaadvisors.com)

Stella Advisors was founded in 2005 by partners with backgrounds in the media industry from leading investment banks and media groups. We combine standout sector knowledge with first class advisory and execution capabilities, ranging from M&A, financing and strategic advice to wealth management. With our global network, the majority of our transactions are cross border to Europe and the US, and today increasingly to Asia.

EOC Partners (www.eocp.com)

EOC Partners is a technology investment bank headquartered in London with clients worldwide. We have a great mix of backgrounds in finance, commerce, business development, engineering and technology and so offer depth of expertise and worldwide relationships in areas including software, internet, e-commerce, fintech, data and analytics, digital media, communications and advanced technology.

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