



Apex Corporate Finance

Registered Office - Communication House, Victoria Ave,
Camberley GU15 3HX
United Kingdom

E-mail: info@apexcorporatefinance.co.uk
www.apexcorporatefinance.co.uk

APEX INITIATES MJ HUDSON ACQUISITION OF PERACS GROUP

In an acquisition initiated by Apex, MJ Hudson Group plc (MJ Hudson), the fast-growing international asset management consultancy and professional services business, has announced the acquisition of Prof Gottschalg UG and its subsidiary PERACS GmbH (PERACS), a leading fund performance analytics specialist.

Founded in 2005 by Professor Oliver Gottschalg, a highly respected private equity consultant, entrepreneur and academic, PERACS Group offers investors and asset managers in the alternative assets industry a set of proprietary tools to produce authoritative metrics and insights into the performance of funds. These insights have applications in core areas for both fund managers and investors:

- They help fund managers articulate exactly how their performance is differentiated; and
- They support investors in their quest for best in class fund selection.

PERACS' clients are investors and alternative assets fund managers based primarily in Northern Europe and North America. Developed during more than 20 years of research, PERACS' work is recognized by institutional investors and fund managers alike as an industry standard for fund performance. Initially concentrated around a more forensic approach to the calculation of fund performance, the transaction also brings the potential for additional services in the areas of risk and cashflow forecasting.

Professor Gottschalg will remain fully active in his existing role.

Odi Lahav, Group COO and head of MJ Hudson's Data & Analytics division, said:

"We are delighted that Professor Gottschalg and the team have decided to join very the Group. He is well known to the senior management here and we've followed his firm's progress with great interest for a number of years.

We believe that adding the PERACS proprietary suite of fund analytics to the MJ Hudson Data & Analytics offering will be very beneficial to our clients and enhances our ability to bring clarity and understanding to the alternative investment industry. Looking ahead, the deal also helps us to power the next generation of analytical software tools for our clients, by combining machine learning techniques that we're developing with the more traditional industry standards and the latest academic research."

Professor Oliver Gottschalg, CEO of PERACS, commented:

"I am a long-standing admirer of MJ Hudson and its approach to the alternative assets market. With the additional resources and market platform this transaction affords, we will be able to accelerate the release of new tools and provide our clients with an even better service. In particular, the breadth and depth of MJ Hudson's services and its international network both provide exceptional opportunities for growth."



Apex Corporate Finance
Registered Office - Communication House, Victoria Ave,
Camberley GU15 3HX
United Kingdom

E-mail: info@apexcorporatefinance.co.uk
www.apexcorporatefinance.co.uk

Paul Warren, MD of Apex Corporate Finance commented:

“The acquisition of PERACS by MJ Hudson is a very significant step in growing and broadening MJ Hudson’s data and fund performance analytics capabilities. MJ Hudson and PERACS are highly complementary in respect of service / product capabilities, client base and culture”.

Apex Corporate Finance

Apex Corporate Finance is a leading Independent Corporate Finance house specialising in Acquisition and Sale Initiation Services in the international fund, alternative assets, corporate, international expansion, trust, fiduciary, private wealth, financial services, professional services and other sectors for FTSE 100, small and mid-cap plcs, private equity funds and portfolio companies and independent businesses.

There are significant drivers of consolidation in these markets and there remains a keen appetite for high quality acquisitions across a number of jurisdictions.

For further information regarding our services, please contact Paul Warren, Managing Director on +44 7970 727531 or by e-mail on paul.warren@apexcorporatefinance.co.uk .