

PRESS RELEASE FOR IMMEDIATE RELEASE

Cloud infrastructure specialist ERA set to receive the benefit of significant growth capital in a transaction managed by EvolutionCBS

European Raid Arrays Ltd (ERA), a provider of cloud infrastructure-as-a-service solutions is now set to benefit from an injection of significant growth capital following discussions with Private Equity firm Rockpool Investments, in a transaction managed by business sale advisors EvolutionCBS.

Private Equity firm Rockpool Investments is backing the existing management team with additional growth capital to expand ERA's service offering. The total value of the transaction has not been disclosed.

ERA offers virtual workstations, storage-as-a-service, workflow applications, connectivity and cloud archiving solutions, in both private and public cloud environments, to a broad range of customers within the post-production, visual effects and broadcast media sectors.

Rockpool Investments is a private equity firm dedicated to creating opportunities for high-net-worth individuals to invest in private companies. Rockpool provides equity and loan financing of between £3m to £12m to profitable UK-based private companies and has invested over £550m since inception.

Steve Barry, Senior Client Director, who led the investment for ERA, comments: "We are absolutely delighted for the management team at ERA, particularly as this transaction features an excellent business active within technology-enabled media and entertainment industry, engaging with a Private Equity firm that is committed to the longer term success of this great business."

Tom Coey and Toby Hurdle led the investment for Rockpool. Tom Coey said, "ERA is well regarded in the media industry for its innovative IT solutions and longstanding client relationships. A shift in working patterns following COVID-19 and the relentless demand for original content from the media subscription giants, means that ERA is well placed to support its UK and international clients with a range of cloud IT infrastructure solutions. We are excited to be partnering with the management team and providing further capital to accelerate ERA's growth trajectory."

About EvolutionCBS

As a long-established premium provider of business sale advisory services to UK businesses, EvolutionCBS offers business owners a complimentary and confidential discussion on how their specific objectives could be met and provide pragmatic, practical advice on how to begin preparing both themselves and their businesses for a future sale.

EvolutionCBS works with owners of UK businesses in any sector, finding buyers from around the world through highly targeted research and supporting clients with dedicated Director-led teams, at every stage of their journey to a successful sale.



For Press Enquiries Contact:

Nolan John, Research and Marketing Manager

njohn@evolutioncbs.co.uk or Tel: 0118 959 8224.