



Keeping a watching brief on financial investors in the lower-mid market.

Corbett Keeling's pick of Private Equity deals this week:



BGF has invested in **CONSUMER** company APS Group. Middlewich-based APS is a grower and supplier of tomatoes. Customers include Tesco, Aldi and Waitrose.

[Link](#)



Global Founders Capital has led a \$14.75m funding round for **TECHNOLOGY** company DigitalGenius. London-based DigitalGenius is a text-based customer service communication platform.

[Link](#)



Phoenix Equity Partners has acquired LDC's **CONSUMER** company Forest Holidays in a deal valued at approximately £100m. Forest Holidays provides holiday accommodation.

[Link](#)



AnaCap has sold **FINANCIAL SERVICES** company First Names Group to Luxembourg-based SGG Group. Jersey-based First Names provides fund administration services.

[Link](#)



Palatine has acquired LDC's **CONSUMER** company ZyroFisher for around £70m. Darlington-based ZyroFisher supplies branded outdoor and recreational products.

[Link](#)

In other PE news:



Perwyn Private Equity-backed video games company Sumo Digital has listed on the London Stock Exchange. The business has a market cap of £145m.

[Link](#)

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Jack Tredrea
Senior Analyst

E jack.tredrea@corbettkeeling.com
T +44 (0)20 7626 6266
A 8 Angel Court, London, EC2R 7HP, United Kingdom

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