

Geoff Perry

Partner

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About Geoff

Geoff Perry is a partner in our Corporate Practice based in our Birmingham office. He has more than 30 years of experience advising clients on a range of corporate transactions.

The Birmingham Corporate team, which is led by Geoff, is cited in *The Legal 500 UK* as "...hardworking, pragmatic, and professional..." and as a team that "provides very good advice, while remaining approachable and very easy to deal with – it is a team of very good negotiators who provide commercial and pragmatic advice..."

Geoff is listed in *The Legal 500 UK* as a Leading Individual in the Hall of Fame in the West Midlands and is also recognised by Chambers. These directories have recently said of him:

- "Geoff Perry is a standout lawyer: responsive, focuses on the real issues and avoids wasting client time on the nitty details of the contract. Gets to the heart of the issue." *The Legal 500 UK* 2023
- "He has the rare quality of being able to understand the client's approach to legal risk. Geoff cuts through the noise, finds a reasonable position and then helps us achieve it." *Chambers UK* 2023
- "Geoff provides an outstanding level of service – he is familiar with all the details and takes responsibility for all aspects of a deal." *Chambers UK* 2023

Geoff has a particular focus on mid-market mergers and acquisitions and private equity. He also advises on corporate reorganisations, joint ventures, general restructuring and governance. Geoff's clients include listed companies, significant private companies and public sector bodies.

He has extensive experience of international, cross-border mergers and acquisitions, including having spent three years living and working in Hungary undertaking transactions across central and eastern Europe.

Geoff's industry focus includes diversified industrials, automotive, healthcare, industrial services and facilities management.

Experience

- Advising multinational industrial services Altrad Group on the acquisition of Doosan Babcock, a specialist provider of engineering services to the power and energy sectors.

- Advising transnational conglomerate Hinduja Group on the purchase of Drive System Design in the UK and the US, an engineering consultancy specialising in electrified propulsion systems.
- Advising Altrad Group on its purchase of Sparrows Group, a specialist provider of services to the offshore energy, renewables and industrials sectors.
- Advising Homeserve PLC in relation to numerous acquisitions, including the £53 million acquisition of CET Structures.
- Advising Hackman Capital Partners on the acquisition of the two largest film studios in Ireland, the iconic Ardmore Studios and Troy Studios.
- Advising Ontic Engineering, an aerospace parts manufacturer, on the purchase of a major UK facility and product lines from Triumph Group.
- Advising New Wave Group AB, a Swedish NASDAQ Stockholm-listed growth company, on the acquisition of corporate clothing company, BTC Activewear Limited.
- Advising RCapital, a specialist private equity investor, on its acquisition of the UK's fourth biggest local newspaper publisher Archant Media and on the subsequent sale of Archant to Newsquest Media Group.
- Advising ARB Corporation, an Australian top 200 Stock Exchange-listed supplier of automotive (4x4) accessories, on the acquisition of Auto Styling Truckman Group Limited.
- Advising MBS Equipment UK on the purchase of VSS Limited, a specialist provider of high-end LED screen and video solutions for film production, television and concert touring.
- Advising Hackman Capital Partners on its investment in Greystone Media Campus, which, when fully developed, will be Ireland's largest studio complex.
- Advising Altrad UK on its acquisition of the UK and Danish offshore oil and gas businesses of Meuhlhan AG.
- Advising Enterprise Control Systems Ltd and its shareholders on the sale of ECS to US NASDAQ listed company SPX.
- Advising Altrad Generation on the acquisition of scaffolding and construction product supplier, Actavo Hire & Sales in the UK and Ireland.
- Advising Cellnex UK on the purchase of Herbert In-Building Wireless Ltd, one of the UK's leading indoor cellular connectivity providers.
- Advising leading global facilities management company GSH Group on the acquisition of Team Q.
- Advising NASDAQ-listed diversified industrials group, Park-Ohio Holdings, on various UK acquisitions, including Apollo Group Ltd, Heads and Allthreads Ltd, Hydrapower Dynamics and DAX International.
- Advising Edwin Lowe Group in relation to the purchase of numerous engineering businesses.
- Advising specialist care provider Reability UK in relation to numerous acquisitions, including Accredo, Aspects 2, Inclusion Care, Assisted Livings Solutions and Beech Tree Domiciliary Ltd.
- Advising Riverview Law and its majority shareholders on the sale to "Big Four" professional services firm EY.
- Advising on the sale of various significant hire and sale and contract scaffolding businesses, including Generation UK Ltd, Trad Group Ltd, Scaffold Erection Services Ltd and Dessa Ltd.

Credentials

Education

- College of Law, Guildford, Law Society Finals, 1989

- The University of Southampton, LL.B., 1988

Admissions

- England and Wales, 1991

Recognitions

- Listed in *The Legal 500* Hall of Fame for being consistently recommended as a Leading Individual for Corporate and commercial, most recently in 2023.
- Regularly ranked in *Chambers UK* for Corporate/M&A – Mid-Market & Private Equity, West Midlands, most recently in 2023.

Expertise

Services

- Corporate
- Private Equity

Industries

- Healthcare
- Industrial Products

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.