

Arc Acquires Farmers Guardian and LAMMA Trade Show from AgriBriefing

First Acquisition for the Arc Platform

LONDON, August 19th, 2021 – Arc, the global events, data, and media platform backed by investment funds managed by EagleTree Capital, today announced it has acquired Farmers Guardian Ltd and LAMMA Ltd, the UK agriculture division of AgriBriefing. The businesses are leaders in the agriculture sector, delivering content and connections to over 130,000 members of the British farming community.

Robert Gray, EagleTree Capital Operating Partner, said, “We are very pleased with this first acquisition for Arc. These are strong multiplatform brands and a highly appealing sector to have as the starting point for building the next generation events and media platform for B2B communities around the world.”

Sanjeev Khaira will lead the Arc team for this acquisition and work in partnership with existing Managing Director, Warren Butcher, and the management team to support and continue the strategic growth plans of each business. Together, they intend to accelerate the growth and prominence of the LAMMA and CropTec events, and expand the reach and influence of Farmers Guardian, Dairy Farmer and Arable Farming print and online brands.

After a decade of guiding and building these businesses, AgriBriefing has evolved its strategy to focus more on its global pricing, analytics, forecasting, market data and consulting units.

Rory Brown, CEO of AgriBriefing, said, “We are enormously proud of the job the teams of Farmers Guardian and LAMMA have done, but our strategic focus has changed. We could not have found a better home for our brands, and the teams who work on them. We cheer their future success from the sidelines as these businesses enter their next phase.”

Simon Foster, Arc CEO, said, “We are excited about this first step in the development of Arc. These two businesses are a strong foundation from which to start, and we look forward to building out the Arc network with similar businesses to create a platform to facilitate the future of networking, connecting, and supporting business communities.”

Canson Capital Partners (“Canson”), a participant in the partnership since its inception, served as financial adviser to Arc.

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More information

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About Arc

Arc is a B2B platform backed by investment funds managed by EagleTree Capital that intends to redefine business networks by building the next generation events and media business. With a customer-centric approach, guided by data and intelligent insight, Arc seeks out ways to connect communities, wherever, whenever, or however, people need to come together to meet, network, learn, and grow their businesses.

About Farmers Guardian and LAMMA

The agriculture portfolio includes; [Farmers Guardian](#), at the heart of UK agriculture since 1844 serving the community with editorial content and digital services, [LAMMA](#), the UK's leading farm machinery, equipment and services exhibition, [CropTec](#), the leading UK knowledge exchange for progressive arable farmers and agronomists, and the [British Farming Awards](#), the premier recognition event for the UK agriculture industry. In addition, the portfolio also has specialist information and media brands and services, such as [Arable Farming](#) and [Dairy Farmer](#), as well as an integrated marketing agency, [Insightful](#).

About EagleTree Capital

EagleTree Capital is a leading New York-based middle-market private equity firm that has invested approximately \$2.8 billion of equity capital since inception. The Firm has completed over 35 private equity investments and over 70 add-on transactions over the past 20+ years. EagleTree primarily invests in the following sectors: media and business services, consumer, and water and specialty industrial. For more information, please visit www.eagletree.com.

About Canson Capital Partners

Canson Capital Partners (Canson) is a leading Alternative Capital focused Advisory and Merchant Banking firm. Providing senior advice and principal to principal engagement, we seek to connect sources of Alternative Capital with specific opportunities enabling our clients to achieve their long-term strategic objectives. Canson has advised on over \$54 billion of transactions since inception, with a strong track record of partnership focused transactions, and have c. \$500m AUM invested alongside our clients. Notably, Canson advised Providence on its £600m sale of Clarion Events to Blackstone. Canson Capital Partners is the trading name of Canson Ltd, which is authorised and regulated by the Financial Conduct Authority. For more information, please visit www.cansoncp.com.

About AgriBriefing

AgriBriefing (www.agribriefing.com) employs more than 200 people across London; Preston, UK; Paris, France; Toulouse, France; and Tom's River, New Jersey, USA.

The management team includes CEO Rory Brown, CFO Rupert Levy and Non-Executive Chairman Gehan Talwate.