

Permira Investor Relations Team Update

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Chris Davison appointed head of Investor Relations to lead a global team of 10 professionals

Philip Bassett to leave Permira after 20 year career to pursue new opportunities

10 October 2014 – Permira, the international private equity firm, today is pleased to announce the appointment of Chris Davison as new Head of Investor Relations. He will replace Philip Bassett who will leave at the end of the year after a long and successful career at Permira. Chris Davison will lead a team of 10 Investor relations professionals across London, New York and Dubai. He will have responsibility for marketing and investor liaison for the Permira funds, fundraising of the private equity and debt funds as well as overseeing the funds' co-investment processes.

Philip Bassett joined Permira (then Schroder Ventures) in 1995 to build its investor relations function and became partner in 2004. During the past two decades, he has led 4 successful fundraisings for the firm and created an outstanding investor base which has remained very supportive of the firm and investment strategy over the years.

Chris Davison joined Permira's Investor Relations team in a senior role in 2005 and became a Principal in 2008. He played a significant role in raising Permira IV in 2006 and also assumed the responsibility of Director of Communications from 2007. More recently he co-led the fundraising of the firm's latest €5.3bn fund Permira V and has worked on reshaping the team to further improve the quality of the information flow to the funds' investors and strengthen its geographic coverage.

Kurt Björklund, co-managing partner of Permira, commented: "Philip has done a stellar job for Permira over the past 20 years in building the Investor Relations function into what it is today. We would like to thank him for his outstanding contribution and wish him the best of luck for his future endeavours."

Tom Lister, co-managing partner, added: "We are delighted that Chris has accepted to take on the leadership of the IR team. Chris has worked closely with Philip on Permira's last two fundraisings and has been instrumental in expanding the team's international capability. We wish him the best of luck in his new role."

Permira has been steadily expanding its investor relations team to increase its reporting, marketing, fundraising and co-investment capability. With professionals in Dubai, Seoul, London and soon New York, the team spans three continents today.

Permira closed its latest fund Permira V (P5) at €5.3bn in June 2014. P5 has completed seven investments to date and has already deployed over 30% of committed capital.

About Permira

Permira is an international private equity firm. The Permira funds, raised from pension funds and other institutions, make long-term investments in companies with the ambition of transforming their performance and driving sustainable growth.

Founded in 1985, the firm advises funds with a total committed capital of approximately €25 billion. Since 1985 the Permira funds have made over 200 private equity investments with a focus on driving transformation to build better businesses.

Permira specialises in five key sectors: Consumer, Financial Services, Healthcare, Industrials and TMT. The Permira funds' portfolio currently comprises over 25 companies.

Permira employs over 120 professionals based in Frankfurt, Guernsey, Hong Kong, London, Luxembourg, Madrid, Menlo Park, Milan, New York, Paris, Seoul, Stockholm and Tokyo.

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