

## *Fenchurch advised EFG on the sale of EFG IFA to Bellpenny*

Fenchurch is pleased to have advised EFG, the Swiss Private Bank, on the sale of EFG Independent Financial Advisers (“EFG IFA”) to Bellpenny.

EFG IFA has offices in London, Birmingham and Wolverhampton with £650m AUM.

The acquisition has increased Bellpenny’s AUM to over £3.5bn and EFG IFA will become the new independent advice arm for the group under the BIA Financial Planning brand.

*Anthony Cooke-Yarborough, EFG Private Bank CEO, said: “Fenchurch demonstrated first class M&A execution skills and a sure touch in navigating stakeholder interests. Their deep sector expertise and intimate knowledge of the buyer universe were especially valuable in delivering a successful outcome.”*

*Date: January 2017*

*Transaction Value: Undisclosed*

*Fenchurch advised:*

EFG   
Private Bank

*Counterparty:*

Bellpenny  
