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MJ Hudson advises on the sale of InstiHub Analytics Limited

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MJ Hudson's venture team is pleased to announce that it has advised the Founder and the other selling shareholders of InstiHub Analytics Limited, a UK based provider of bespoke fund data solutions ("InstiHub"), on the sale of the entire issued share capital of InstiHub to Allfunds Digital S.L.U. ("Allfunds"), the Spanish listed company that provides marketplace and digital solutions to match demand for asset management products.

Allfunds have said that InstiHub's existing product range and proprietary solutions form the perfect complement to Allfunds' offering. Allfunds will onboard the team members of InstiHub including its key management, that will be in charge of maximising the value of Allfunds' data and analytics capacities.

Andreas Pfunder, Founder and CEO of InstiHub, said *"MJ Hudson was a key component of what constituted the advisory 'Dream Team' any entrepreneur could wish for in completing an exit transaction to full satisfaction. The creative solutions to complex legal and commercial challenges found by Karma, Rosie and the rest of the MJ Hudson team were world class. The proactive advice and full-service coordination of all aspects of the transaction by the MJ Hudson Law team was supreme. Through its extensive network in the industry, MJ Hudson was able to introduce us to other providers of related services as a one-stop partner. Nothing was too much for the team – they offered highly professional support unprompted, over and above my expectations. MJ Hudson is one of the most client-centric professional service providers I have ever worked with, and I would do so again without any hesitation."*

Karma Samdup, MJ Hudson Partner, commented:

"We are delighted to have assisted Andreas and the InstiHub investors on this transaction. Andreas and his team have built a fantastic business, with an excellent growth trajectory enabling them to achieve a successful exit for both the Founder and the company's investors. Having supported Andreas from the outset when InstiHub was being launched, it is a pleasure to see his hard work now being recognised. We wish the InstiHub team all the best in the next stage of their journey within the Allfunds group and look forward to continuing to support them in the future."

The MJ Hudson team was led by Karma Samdup and Rosie Marston and supported by Andrew Pannell, Hannah Collins and Marcus Spittal. The MJ Hudson team formed part of a wider transaction deal team, working closely with InstiHub's financial advisers, Grant Thornton, from the outset of the sale process up to completion.