

HERBERT SMITH FREEHILLS ADVISES PAGEUP PEOPLE LIMITED ON TRANSFORMATIONAL TRANSACTION

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Deals and cases

Herbert Smith Freehills has advised one of the founders of PageUp People Limited on its acquisition by Battery Ventures, a global investment firm founded in 1983.

PageUp is a leading provider of talent management software and offers a fully integrated suite of products covering recruitment, employee on boarding, performance management, learning and career development and succession management.

PageUp has grown rapidly since its founding in Australia in 1997 and now has offices in the US, Asia and Europe. Its software is delivered in 18 languages to more than eight million users in 190 countries and customers include Aldi Stores Australia, Myer, Foxtel Management Group and the Reserve Bank of Australia.

The Herbert Smith Freehills team comprised partner [Peter Dunne](#), executive counsel Hemang Shah, senior associate Jonathon Wood and solicitor Rebekah Lam.

Peter Dunne said, “It is always satisfying to help founders realise an exit and transition their company to new ownership. It has been very exciting working for PageUp People on its Series A capital raising, growth phase and now this transformative transaction which brings to fruition the hard work of the company’s management team.”

Fenwick & West LLP and Cooley LLP also advised on the transaction.

This deal is another example of Herbert Smith Freehills' market-leading work in the technology sector. Other recent examples include advising:

- Deputy on its Series A capital raise;
- SafetyCulture on its Series B capital raise;
- Expert360 on its Series B capital raise;
- Culture Amp on its Series C capital raise; and
- Nura, Different, Elanation and INAMO on their seed round capital raises.

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