

HERBERT SMITH FREEHILLS ADVISES POTENTIA CAPITAL ON THE ACQUISITION OF A MAJORITY STAKE IN EDUCATION HORIZONS GROUP

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Deals and cases

Herbert Smith Freehills has advised Potentia Capital on the acquisition of a majority stake in Education Horizons Group Limited (EHG), an Australian ed-tech holdings company founded three years ago via a formalised partnership between longstanding education software companies, Synergetic Management Systems and SEQTA Software.

The Herbert Smith Freehills team was led by partner [Damien Hazard](#), together with senior associate Tom Hoare and solicitor Jack McDonell.

Damien Hazard said, “We are grateful for the opportunity to act for the Potentia Capital team on this transaction. We look forward to seeing the EHG business expand and prosper under Potentia Capital’s ownership.”

Potentia Capital was also advised by Genesis Advisory and EY. Education Horizons Group was advised by Blackpeak Capital and DLA Piper.

The acquisition of a majority stake in EHG builds on other transactions in which Herbert Smith Freehills has advised Potentia Capital or its portfolio company Ascender HCM, including:

- the establishment of Potentia Capital Fund I, in 2019;

- the acquisition by Ascender HCM of PeopleStreme, an international human capital management company, in 2018; and
- the acquisition by Ascender HCM of NGA Human Resources, a human resources and payroll technology services company, in 2017.

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