



HERBERT  
SMITH  
FREEHILLS




## **SIMON YOUDALE** CONSULTANT

[London](#)

A specialist in mergers and acquisitions and corporate finance, Simon has advised major British and international companies on multi billion-dollar transactions.

---

 +44 20 7466  
2794

 [Simon.Youdale@hsf.com](mailto:Simon.Youdale@hsf.com)

---

## **KEY SERVICES**

[Mergers & Acquisitions](#)  
[Insurers / Reinsurers](#)

## **KEY SECTORS**

[Banks and other Financial Institutions](#)

---

## **EXPERIENCE**

Simon's clients include British American Tobacco plc, NPI and RSA Insurance Group plc (formerly Royal and Sun Alliance).

Simon has advised:

- British American Tobacco plc on the disposal of its financial services business to Allied Zurich
- Securicor (now Group 4 Securicor) on the £3.15 billion disposal of its interest in Cellnet to British Telecom, and on the establishment of its parcels delivery joint venture with

## Deutsche Post AG and its subsequent dissolution by way of disposal

- the UK Department of Trade and Industry (now the Department for Business, Enterprise and Regulatory Reform, and the Department for Innovation, Universities and Skills) on matters relating to the Royal Mail group
- NPI on its demutualisation and acquisition by AMP Royal and Sun Alliance (now RSA Insurance Group plc) on complex insurance policies.