



Ogier in Jersey assist Boohoo with successful AIM listing

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Along with DLA Piper as lead counsel, Ogier has advised the online fashion retailer Boohoo.com plc on its corporate reorganisation and subsequent successful AIM listing on 14 March 2014. Boohoo raised £300 million through its initial public offering and had a market capitalisation of £560 million at the placing price.

Boohoo is one of the UK's largest pure-play online own brand fashion retailers which provides high quality, fast fashion to customers in over 100 countries worldwide. The company plans to extend its reach into existing and new territories including the USA, Central Europe and Scandinavia. The funds raised in the AIM listing will help the company accelerate the implementation of its growth strategy.

The Ogier team that assisted Boohoo was led by Raulin Amy (Partner) and Sara Johns (Managing Associate) and included Jane Wycherley (Managing Associate), Katherine Neal (Senior Associate), and Associates Chula O'Donoghue and Bruce Sinclair.

Commenting on the transaction, Raulin Amy said "Boohoo's AIM listing has been a tremendous success and we are delighted to have been able to provide support to them at such an important time. This listing and the value achieved is a ringing endorsement of Boohoo itself and is also another example of the significant increase in capital markets activity that is coming to Jersey. We look forward to seeing Boohoo continue to go from strength to strength."

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