

Sheppard Mullin and Bird & Bird Represent Buyers in the Majority Sale of Championship Football Club, Swansea City AFC

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Sheppard Mullin and Bird & Bird jointly represented the majority owners of Swansea City AFC in connection with their acquisition of a controlling interest in the Club and their infusion of new capital.

Swansea City AFC is a professional football club based in Swansea, Wales that currently competes in the English Football League (EFL) Championship. The club was established in 1912 and has competed in numerous domestic and European competitions throughout its history.

The Sheppard Mullin deal team was led by partners Linda Michaelson, Brian Anderson and Jason Jones and included partners Keith Gercken and John Crisp and associates Luke Fishman and Matthew Rebelo.

“We are proud to have represented the new majority owners in their acquisition of Swansea City AFC and are excited to see this talented group use their skills and expertise to build an exciting future for the Club,” said Jones.

The Bird & Bird team was led by partner Matt Bonass and senior associate Will Holder, with support from tax partner Zoe Feller and corporate associates Will Alms and Max Johnson.

“We are delighted to have worked on this transaction. The new funding provides the club with an important foundation of stability and will enable strategic investments in the Club on their push for promotion to the Premier League. This transaction also showcases Bird & Bird’s number one ranking in advising on investments in the football and wider sports sector,” said Bonass.

Attorneys

Brian D. Anderson

John G. Crisp

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