



GEORGE AVERY

Senior Associate
London

E: george.avery@bclplaw.com

T: [+44 \(0\) 20 3400 4244](tel:+442034004244)

BIOGRAPHY

George is a corporate lawyer, having practised in the UK and overseas, and has extensive experience advising clients on a broad range of domestic and cross-border transactions, including private M&A, private equity, joint ventures, and corporate reorganisations.

He has particular experience in corporate transactions relating to the Food & Agribusiness, Financial Services, Technology and Real Estate sectors.

George has been a key client team player for a number of Firmwide clients, including KKR, McWin and Carrefour, amongst others.

PROFESSIONAL AFFILIATIONS

- The Law Society

ADMISSIONS

- England and Wales

RELATED PRACTICE AREAS

- M&A & Corporate Finance
- Corporate

EXPERIENCE

- A **private equity sponsor** in relation to its investment in an educational services group;
- Management selling shareholders of **Cybanetix**, a UK-based cybersecurity company, in relation to an investment by Phoenix Equity Partners;
- **Populous** on its investment in OnePlan, an event site and venue planning software company;
- **Thesis Unit Trust Management**, on its acquisition of ConBrio Fund Partners, the authorised corporate director business of Castlefield;
- **McWin** in relation to the UK aspects of its investment in the Big Mamma group, a collection of Italian restaurants;
- **BB Technology** in relation to the creation of a joint venture with various corporate finance banks in respect of a platform to enable retail participation in primary and secondary offerings;
- **KKR** on various investments, including the creation of build-to-rent joint venture platforms with Moda Living and Apache Capital, and KKR's forward funding of an 819-bed student accommodation scheme in Bristol;
- **Carrefour**, the French multinational retail group, on a number of transactions, including the expansion of its international footprint with its long-term franchise arrangement with Electra Consumer Products of Israel.

- **McWin** on its investment in White Rabbit Projects, a hospitality development platform which has stakes in well-known restaurant chains, including Lina Stores, Island Poké and Krocket;
- Management selling shareholders of **EACS**, an IT managed services provider, in relation to its sale to Mode Solutions; and
- **Evrax** on its sale of Evrax Palini e Bertoli to the Marcegaglia Group, an Italy-based company in the steel processing sector.

RELATED INSIGHTS

News

Apr 24, 2025

BCLP advises Carrefour on new franchise with Apparel Group in India

News

Jun 23, 2023

BCLP advises KKR on forward funding of 819-bed student accommodation scheme in Bristol

News

Dec 13, 2022

BCLP advises McWin on investment in White Rabbit Projects