

## **RedBird Capital Partners Acquires UK-Based Accounting Services Platform Affinia**

**LONDON, UK – April 20, 2026** – RedBird Capital Partners (“RedBird”) today announced that it has reached an agreement to partner with management to acquire Affinia, a rapidly growing and fully-integrated UK-based accounting services platform, and to support its next phase of growth. The transaction marks the expansion of RedBird’s growing financial services portfolio, as well as the exit of current Affinia investor Sovereign Capital Partners.

As part of RedBird, Affinia’s senior management team will benefit from the firm’s extensive capital resources and deep industry expertise to drive further execution of Affinia’s growth strategy. In the near term, Affinia will focus on investing in additional talent and capitalizing on expansion opportunities in the UK accounting space, through both targeted acquisitions and organic business development. Affinia will also work with RedBird X, the firm’s proprietary artificial intelligence platform, to spearhead the responsible implementation of AI tools across core business workflows, supporting streamlined operations and further improving both the client and colleague experience.

Affinia’s purpose-led, purpose-built platform specializes in servicing small and medium-sized businesses. The company has capitalized on growing demand for streamlined solutions to drive accretive growth and successfully integrated 15 like-minded firms to date, most recently adding three practices of UHY Hacker Young.

**Mike Zabik, Partner of RedBird, said:** “We look forward to working with Affinia to capture the considerable opportunity in the fragmented accounting space. Affinia has demonstrated strong momentum and clear differentiation within the UK market, and with the support of the RedBird platform, we see a definitive pathway for Affinia to set a new industry standard for innovation and execution through the deployment of AI and other initiatives across the company.”

**Darren Redmayne, Group CEO of Affinia, said:** “Affinia is extremely proud to be a business anchored in purpose – delivering for our clients, colleagues and the communities we serve. Thank you to the team at Sovereign Capital for their invaluable support in helping us build the fastest growing fully integrated accounting platform in the UK. Partnering with RedBird marks an exciting new chapter as we accelerate our growth strategy, deploy technology to enhance the client experience and make our platform even more appealing to future partner firms aligned with our vision.”

**Alex Hay, Partner at Sovereign Capital Partners, said:** “It has been a pleasure to work with the team at Affinia over the last three years to create an emerging leader in the UK accounting services market. Our success to date is a powerful demonstration of Sovereign’s Buy & Build strategy in action. We are proud of what has been accomplished and we wish the Affinia team all the best for their next chapter with RedBird.”

Affinia and Sovereign were advised by Ardea Partners (Financial), BCG (Commercial), KPMG (Financial & Tax), Alvarez & Marsal (Tax), Proskauer (Legal) and DWF (Legal). RedBird was advised on the transaction by Lincoln International (Debt), K&E (Legal) and Deloitte (Financial & Tax). Management were advised by DWF (Legal) and Jamieson (Financial).

### **About RedBird Capital Partners**

RedBird Capital Partners is a private investment firm that builds high-growth companies with strategic capital solutions to founders and entrepreneurs. The firm currently manages \$14 billion in assets on behalf of a global group of blue-chip institutional and family office investors. Founded in 2014 by Gerry Cardinale, RedBird integrates sophisticated private equity investing with a hands-on business-building mandate that focuses on three core industry verticals – Sports, Media & Entertainment, and Financial Services. Over his 30-year investment career, Cardinale has partnered

with founders and entrepreneurs to build some of the most iconic growth companies in their respective industries. For more information, please go to [www.redbirdcap.com](http://www.redbirdcap.com).

#### **About Affinia**

Affinia is the fastest growing fully integrated accounting services platform in the UK, focused on providing critical recurring services to SMEs and owner-managed businesses (“OMBs”). Purpose-led and purpose-built, Affinia focuses on delivering exceptional outcomes for clients, colleagues and its communities to help people prosper. Affinia owns three of the UK businesses of UHY: in London (which operates its UK network and co-founded the global network, UHY International), the East Midlands and the South Coast. More information at <https://www.affinia.co.uk/>.

#### **About Sovereign Capital Partners**

Sovereign is a UK lower mid-market private equity Buy & Build specialist focused on partnering with talented management teams and high-quality businesses, in specific service-based sectors, to deliver accelerated growth. We do this through our proven strategy of Buy & Build. Whether through organic growth, acquisition or a combination of both, we provide strategic investment and look for innovative ways to create not just value, but businesses we are truly proud of. Sovereign Capital Partners LLP is authorised and regulated by the Financial Conduct Authority. More information at: <https://www.sovereigncapital.co.uk>.

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