

Partnering with ambition for the long term



Cripps have been supporting long-standing client Holiday Extras, the UK market leader e-commerce provider in airport parking, hotels, lounges, transfers and holiday insurance, as they implement their ambitious growth plans. In the last two years alone, we have advised Holiday Extras on three key strategic acquisitions and have supported them with many of their critical commercial relationships by drafting and negotiating complex commercial contracts and helping them navigate in and out of some key strategic partnerships.

The challenge: Gearing up for growth

As part of their ongoing strategic growth, Holiday Extras were looking to complete several acquisitions in quick succession. These acquisitions were designed to bolster their international transfers and parking supply networks and increase their software offering.

Holiday Extras had identified two Dutch companies specialising in parking and transfers solutions which they were interested in investing in or acquiring, alongside a UK company that offered innovative software solutions which complemented Holiday Extras' existing ParkIT business.

Holiday Extras needed a commercial law firm experienced in managing simultaneous international transactions with expertise in the technology sector and the ability to work closely with the Holiday Extras' transactions teams.

Our approach: Seamless service

Having advised Holiday Extras for well over a decade in relation to many of their structural, financial and commercial needs, we know their team well and understand their key business objectives and for these transactions we worked as an extension of their team alongside their internal transactional and property teams



to deliver the deals.

Drawing on this knowledge, Cripps was able to provide a service which focused on the issues which were material to Holiday Extras, ensuring that these complex transactions were completed efficiently and effectively.

Working in tandem with local counsel and our internal specialist real estate, employment and commercial teams, Cripps managed a number of workstreams across the three transactions, keeping Holiday Extras updated on a daily basis to ensure that the deals ran as smoothly as possible.

The outcome: Turbocharged growth

The acquisitions completed by Holiday Extras have proved a significant step in Holiday Extra's expansion into Europe and in bolstering their investment into global technology businesses. Such strategic growth is vital to Holiday Extras' mission to reinvent the holiday transfers experience and maintain their position as the UK market leader in this area.

How we made a difference

Our knowledge of both Holiday Extras' business and our expertise in advising businesses operating in the technology sector allowed us to focus on the issues that really mattered to our client.

Between transactions, the Cripps team is at hand to advise Holiday Extras on specific questions as they come up. This helps us to understand Holiday Extras better, enabling us to provide tailored advice to meet their needs on every occasion.

Helping clients in expanding their markets and enhancing their product range is what gets us out of bed and we look forward to continuing to work with Holiday Extras in the future to help them meet their ambitions.



Cripps fit seamlessly into our inhouse team and as individuals always go the extra mile.

Simon Hagger, Deputy CEO of Holiday Extras