

## Cripps advise Holiday Extras on strategic investment in Dutch tech start up Transferz



Cripps advised long-standing client Holiday Extras Group on its material investment in Amsterdam-based airport transfer provider Transferz as part of a new long-term partnership.

[Holiday Extras](#) is the UK market leader in airport parking, airport hotels, worldwide airport lounges, destination care hire, airport transfers and holiday insurance. Established in 1983, Holiday Extras makes bookings for over 8 million travellers each year. Holiday Extras has been listed eleven times in The Sunday Times 100 Best Companies to Work for.

With headquarters in Amsterdam, [Transferz](#) is a leading B2B ground transportation platform solution that connects travel brands to local transfer companies, providing travellers with a reliable, efficient, and sustainable ground transportation service.

Holiday Extras will be taking a board seat and working closely with the Transferz founding team to expand the business. The new strategic partnership will see the companies teaming up to offer the best possible transfers proposition to the market.

The Cripps team advising on the investment was led by [Beth Barns-Graham](#) (corporate), [Pete Kenyon](#) and [Elliot Fry](#) (both commercial), working closely alongside Mark Loefs of Orange Clover Law on the Dutch law aspects.

Commenting on the support provided by Cripps and Orange Clover Law, Simon Hagger, Chief Business Development Officer of Holiday Extras, said, "This was not just a financial investment for us but the start of a new long-term strategic partnership with Transferz. Both Cripps and Orange Clover Law guided us expertly in



creating that magic “win win” deal that will stand the test of time and bind Holiday Extras and Transferz together in our shared mission to reinvent the holiday transfers experience.”

Pete Kenyon commented, “It is our pleasure to have been working alongside Holiday Extras as their lawyers for many years and we are very pleased to have been able to support them with this deal. 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.”

For more information about how Cripps can support your business, please contact a member of the [corporate team](#).



[Pete Kenyon](#)

Partner



[Beth Barns-Graham](#)

Managing Associate