

FOR IMMEDIATE RELEASE

## Fourteen IP Announces New Investment Partnership with Beech Tree Private Equity

**Wigan, Gtr. Manchester & Orlando, FL – 9th April 2025** – Fourteen IP, the global leader in cloud telephony and AI solutions for the hospitality industry, proudly announces a significant new investment partnership with Beech Tree Private Equity. This strategic transition from Mercia Asset Management marks an exciting milestone, positioning Fourteen IP for continued global growth and expansion into new geographic regions, notably Asia and Australia, as well as entry into additional market sectors.

Celebrating 14 successful years of innovation and growth, Fourteen IP has become the trusted telecommunications and technology partner for hotels and hospitality providers worldwide, renowned for industry-leading solutions such as Evolution Voice™ and EVA (Evolution Virtual Agent™). Throughout its journey, Mercia Asset Management has played a pivotal role in supporting Fourteen IP's growth, innovation, and market leadership.

"We are incredibly grateful to Mercia for their partnership, investment, and support over the years," said Neil Tolley, CEO of Fourteen IP. "Their involvement has been instrumental in enabling us to deliver unmatched service and groundbreaking technological solutions to our hospitality clients worldwide."

Beech Tree Private Equity has cultivated a strong relationship with Fourteen IP over several years, allowing both parties to understand each other's businesses and management teams. This thorough and mutual understanding was vital for Fourteen IP in securing the ideal investment partner to support its future ambitions.

Beech Tree Private Equity also brings an impressive track record of executing successful buy-and-build strategies, consistently supporting their portfolio companies in making strategic acquisitions. Fourteen IP intends to leverage this expertise to significantly accelerate its growth through targeted acquisitions and organic expansion over the next four years and beyond.

Looking ahead, the partnership with Beech Tree Private Equity presents new opportunities for accelerated growth. This collaboration will enhance Fourteen IP's ability to expand its global footprint, introduce solutions to new vertical markets, and continue the innovation that has been central to the company's success.

"Beech Tree's decision to invest in Fourteen IP validates our vision, performance, and commitment to delivering world-class solutions," continued Tolley. "We are excited about the possibilities this partnership brings and look forward to bringing our exceptional services and innovative technology to new markets and customers around the globe."

Crucially, Fourteen IP assures its employees, partners, and customers that the core values and culture – innovation, outstanding customer service, and a commitment to excellence – that have defined the company’s success over the past 14 years will remain unchanged.

“Our culture and our people have always been at the heart of our success,” Tolley emphasised. “With Beech Tree, we have a partner who understands and fully supports the importance of maintaining the unique spirit and customer-centric approach that makes Fourteen IP so special.”

This new chapter marks an exciting evolution for Fourteen IP, reinforcing its position as an industry leader poised for even greater achievements ahead.

Fourteen IP were advised by Elucid Partners.

## **About Fourteen IP**

Fourteen IP is the global leader in providing cloud telephony and AI-powered solutions designed specifically for the hospitality sector. Trusted by hotels and hospitality brands in over 25 countries, Fourteen IP is renowned for innovative solutions, including Evolution Voice and EVA, that seamlessly integrate technology to enhance guest experiences and operational efficiency.

## **About Beech Tree Private Equity**

Beech Tree Private Equity invests £10–40 million into fast-growing profitable businesses in three key areas – technology, tech-enabled services, and financial services. Beech Tree works with Management teams to build scale and capability, bringing capital and expertise to drive these expansion strategies, building category-leading companies of scale.

## **About Elucid Partners**

Elucid Partners is a team of seasoned, pragmatic board-level professionals dedicated to value optimisation for entrepreneurs and their investors. Specialising in critical business milestones such as strategic changes, capital raising, and exits, Elucid offers integrated, flexible CFO and corporate finance services, helping businesses navigate complex financial landscapes effectively.

Fourteen IP were advised by Chris Summerscales, Paul Tuner and James Barraclough

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