

# PRIVATE EQUITY INVESTORS INCREASE FOCUS ON OPPORTUNITIES IN DATACENTRE SECTOR

Submitted by: BroadGroup

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London, 21 November 2012 – Private equity appears set to increase its focus on opportunities in the datacentre and cloud. An array of market players will converge in London on December 6th at the annual Finance and Investment Forum for Datacentres and Cloud (<http://www.financeinvestmentforum.com>) to review sustained growth and assess future prospects.

Leading analyst speakers include AHV Associates LLP, Arma Partners, Barclays Capital, BDO LLP, Brockton Capital, Cenkos Securities plc, Citigroup, Cyrte Investments, Jefferies International, Kingsley Capital Partners LLP, Lyceum Capital, and Peel Hunt. From the operator side the forum will include Colt Data Centre Services, e-shelter facility services GmbH, Equinix, Infinity SDC, Next Generation Data Ltd, Savvis, TelecityGroup, and Telstra Global EMEA. Specialists include BroadGroup Consulting, Cassidy Turley, CB Richard Ellis, CloudOrigin, and Ventura Team LLP.

The programme will address the financials, business models, demand, trends, market prospects and forecasts for 2013 and beyond and ROI for private and publicly quoted datacentre and cloud service providers and operators, with investor focus on gaining access to 'growing tech stocks' with high revenue growth and relatively stable fixed costs.

The programme will also address recent research by BroadGroup which revealed that power would become more important than space as a differentiator for datacentres over the next few years\*. While the "Big 4" markets of London, Amsterdam, Frankfurt and Paris remain dominant, location continues as an issue with the European "power hinterland" - Norway, Ireland, Switzerland, Iceland and Finland and other countries - some of which are aggressively marketing their vast renewable energy resources with long term fixed price contracts to attract datacentres.

"Europe is now in its third stage of evolution with datacentres targeting vertical segments such as cloud, media, and other financials presenting a more challenging marketing proposition," commented Steve Wallage, managing director of BroadGroup Consulting (<http://www.broad-group.com>). "At the same time the third party datacentre industry is still relatively immature in internationalization which has particularly attracted private equity investors who see scope for scaling up regional players and potentially moving to IPO. The forum leads in rationalising these changes and assessing new opportunities in this annual deep dive with high quality market intelligence and exceptional financial, investor, property and player insight and expertise."

The forum which also delivers consistently high international networking values will be held in London on December 6th. Email [enquiries@broad-group.com](mailto:enquiries@broad-group.com)

\*Datacentres Europe IV published June 2012 - [www.broad-group.com](http://www.broad-group.com)