



AJ&CO

Peter Rouse

Partner
Corporate Advisory



The most rewarding part of my work is helping founders and business owners make the decisions that ultimately realise the value they have created.

A trusted corporate adviser to founders, investors and privately owned businesses, helping them navigate growth, strategic transactions and other key moments in the life of their businesses.

Introduction

Peter is a trusted adviser to founders, investors and privately owned businesses navigating critical moments of growth, investment and exit. He specialises in mergers and acquisitions, corporate structuring and strategic transactions, working closely with clients from early-stage ventures through to established companies as they raise capital, acquire or divest businesses, and plan for future exits.

Known for his commercial, pragmatic style, Peter advises across technology and SaaS, digital and professional services, defence and government, healthcare, and industrial and manufacturing sectors. He is often brought in by referral for high-stakes transactions and works seamlessly with accountants and corporate advisers as part of broader deal teams. Many of his clients rely on him as a long-term adviser and strategic sounding board as their businesses evolve.

Expertise

- Mergers and acquisitions
- Corporate advisory to founders, investors and privately owned businesses
- Shareholder agreements and other governance arrangements
- Capital raising and investment transactions
- Joint ventures and other strategic partnerships
- Corporate governance
- Corporate structuring and restructuring
- Loan and security documentation
- Asset protection strategies
- Commercial contracts (including services, supply and technology agreements)
- Exit planning, strategy and preparation

Experience

Peter has acted as lead adviser on mid-market transactions totalling over \$3 billion in value, advising founders and shareholders on transactions involving Australian and international strategic buyers, listed companies and private equity investors across the technology, defence, government, healthcare, industrial services and manufacturing sectors. Recent transactions of note include:

TECHNOLOGY / SAAS:

- Acted for the shareholders of a TechnologyOne ERP solutions provider on its sale to xAmplify, an Australian digital transformation consulting firm.
- Acted for the major shareholder of Nexvia, a cloud-based platform used by builders, shopfitters and contractors to manage projects and operations, on its sale to Felix Ltd, an ASX-listed construction technology company.
- Acted for the shareholders of an enterprise-grade cybersecurity platform used by accounting firms globally on its sale to Rightworks, a US-based provider of technology solutions for accounting professionals.
- Acted for the shareholders of a legal practice management software provider used by leading Australian law firms on its sale to Actionstep, backed by US private equity firm Serent Capital.
- Acted for the shareholders of a workflow and pipeline management platform used across the Australian mortgage broking industry on its sale to Australian Finance Group Ltd (AFG), an ASX-listed entity.
- Acted for the shareholders of a Queensland mining technology company known for its flagship scheduling software Spry on its sale to Micromine, then owned by private equity firm Potentia Capital.
- Acted for the shareholders of a customer feedback and survey platform integrated with leading contact centre and customer experience (CX) systems on its sale to VHT (formerly Virtual Hold Technology), a US-based customer engagement technology provider.
- Acted for the shareholders of an IT consulting firm specialising in digital transformation and cloud infrastructure services on its sale to PieLAB Council Capital, an Australian investment management firm.
- Acted for the shareholders of a digital engineering and technology consulting firm on its sale to Liquid, a provider of strategic digital products and solutions.
- Acted for the seller of an IT consulting and managed services business on its sale to Virtual IT Group, a leading Australian managed services provider.
- Acted for the shareholders of a SaaS learning relationship management platform used by vocational education providers on its sale to Adapt IT Holdings, a global technology solutions provider.

DEFENCE / GOVERNMENT:

- Acted for the shareholders of UBH Group, a defence technology and mission systems engineering provider, on its sale to Sovereign Capability Group.
- Acted for the shareholders of a defence and national security consulting firm on its sale to Infrastructure Advisory Group, backed by Yorkway Private Equity (formerly Quintet Yorkway).

HEALTHCARE:

- Acted for the shareholders of Candor Medical, a leading Australian medicinal cannabis telehealth provider, on its sale to Vitura Health Limited, an ASX-listed digital health platform.
- Acted for the owners of a family-owned dental practice on its sale to National Dental Care, a national dental network.

INDUSTRIAL / SERVICES:

- Acted for the shareholders of a provider of asset management advisory services and proprietary SaaS solutions for the resources and utilities sectors on its sale to COSOL, an ASX-listed enterprise asset management solutions provider.
- Acted for the major shareholder of a vegetation management business servicing the forestry and industrial sectors on its sale to Syngenta, a global agricultural innovation company.
- Acted for the seller of a water cartage and industrial services business on its sale to REMONDIS Australia, part of the global REMONDIS Group.

MANUFACTURING:

- Acted for the shareholders of a family-owned fabricator of engineered wall frames, roof trusses and structural flooring systems on its sale to Finlayson's Timber and Hardware, backed by Mitre 10 Australia and private equity firm Metcash.
- Acted for the shareholders of Marky Industries Pty Ltd, an Australian manufacturer of advanced composite components, on its sale to Shandong Shuangyi Technology Co., Ltd., a listed Chinese entity.
- Acted for the shareholders of a food manufacturing business producing dressings, sauces, condiments and marinades for major national food brands on its sale to Birch & Waite, backed by Fortitude Investment Partners.
- Acted for the seller of a sign-making equipment, media and servicing business on its sale to Ball & Doggett, part of the OVOL Japan Pulp & Paper Group.

Qualifications

- Solicitor – Supreme Court of Queensland
- Bachelor of Laws, Bond University

Memberships

- Queensland Law Society



Peter Rouse
Partner

prouse@ajandco.com.au
0401 519 093

Level 18, One Eagle
1 Eagle Street, Brisbane QLD 4000

07 3708 0900
info@ajandco.com.au