



Mills Oakley advises Bookwell on sale to global online giant Fresha

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Leading national law firm Mills Oakley has advised fast growing online wellness start-up Bookwell on its sale to the world's biggest beauty and wellness booking service, Fresha.

Bookwell was founded in 2016 and has grown to provide its software bookings service software solutions to more than 700 salons and day spas around Australia. Fresha is the world's biggest beauty and wellness booking services company, covering 120 countries and booking tens of millions of appointments each month. The sale involved an all scrip structure that saw Bookwell investors acquire a stake in Fresha.

The Mills Oakley team was led by corporate partner Nick Manuell, who was assisted by Senior Associate Zhong Wu. Mills Oakley advised on all aspects of the transaction.

Commenting on the transaction, Mills Oakley corporate partner Nick Manuell said:

"We have advised Bookwell on all aspects of its journey since its start-up in 2016, various funding rounds and now exit to a global leader. Having established itself as one of the fastest growing Australian companies in this space, the opportunity to team up with a global player such as Fresha was an amazing opportunity for Bookwell's founders and investors who will continue their journey under the Fresha banner. We as a firm love this space and this has been a great team of founders and investors to be involved with."

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