

RNS

4 March 2025

**Mercia Asset Management PLC**

**("Mercia" the "Company" or the "Group")**

**Mercia appoints Head of Institutional Distribution**

Mercia Asset Management PLC (AIM: MERC), the regionally focused, specialist alternative asset manager with over £1.8 billion of assets under management, is pleased to announce the appointment of Dean Heaney as Head of Institutional Distribution.

Dean will lead Mercia's distribution strategy across its venture, debt, private equity and real assets strategies.

Dean most recently led the UK institutional business at Franklin Templeton, a 1.5 trillion asset manager, with expertise across both public and private asset classes. Prior to his tenure at Franklin Templeton, Dean was Head of Government and Strategic Institutions at Invesco. Over the course of his career, he has developed deep expertise working with a broad range of institutional investors including pension funds, insurance companies, endowments, and family offices.

**Mark Payton, Chief Executive Officer of Mercia, said:** "Dean is an outstanding appointment for Mercia and he will play an important part in our strategy to accelerate the growth of our assets under management. Mercia's track-record, UK-wide footprint and capabilities across a broad range of asset classes make us highly relevant for institutional investors in particular. Dean will bring focus and expertise to our distribution capabilities and I look forward to working with him."

**Dean Heaney commented:** "I am delighted to have joined Mercia at such a pivotal time for UK private assets. The opportunity to drive growth in a business dedicated to further unlocking the potential of UK companies across venture, debt, private equity and real assets is very exciting. I see significant potential to position Mercia as a trusted partner to institutional investors and I look forward to working with the team to build upon Mercia's success, to deliver value for our clients and shareholders."

-Ends-

**For further information, please contact:**

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**About Mercia Asset Management PLC**

Mercia is a proactive, specialist alternative asset manager focused on supporting regional SMEs to achieve their growth aspirations. Mercia provides capital across its four asset classes of venture, debt, private equity and proprietary capital: the Group's 'Complete Connected Capital'.

The Group has a strong UK footprint through its regional offices, university partnerships and extensive personal networks, providing it with access to high-quality deal flow.

Mercia Asset Management PLC is quoted on AIM with the EPIC "MERC".

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