



THE 2020 DEALS

Total Deals	Approximately £694m
Mergers, Acquisitions and Disposals	Approximately £413m
Investments and Fundraising	Approximately £61 m
Lending	Approximately £220m



Simple...isn't it?

“ We really wanted to have advisers who understood our business and our industry. The team at Joelson were fantastic. Knowledgeable, calm and willing to go the extra mile at all times.

Their commercial understanding of the sector, ability to handle all aspects of the transaction and manage all the stakeholders was a key part in the success of this exciting deal. ”

Praveen Viji
Co-Founder of Eat Natural

M&A



Simple...isn't it?

EAT NATURAL

Joelson acted for the Founder and shareholders of Eat Natural on the sale of the whole Eat Natural group to the Ferrero Group.



JUST HOSPITALITY LTD (FOODITUDE)

Joelson acted on the sale of a majority stake in the Company to Sodexo.



PAGEANT MEDIA

Joelson assisted long-standing client on its first acquisition in Singapore. Joelson acted as lead counsel on this transaction, co-ordinating an international legal team to deliver this transaction for Pageant.

LULU GUINNESS LONDON

LULU GUINNESS

Joelson acted for the Company and advised the directors on a pre-pack administration sale of the Lulu Guinness business and brand.



NEW ENGLAND SEAFOOD

Joelson acted for New England Seafood, the Founder and all other shareholders and management on this sale to Sealaska.



RICHLAND RESOURCES / LEXINGTON GOLD

Joelson acted for long-standing client, Richland Resources – now renamed Lexington Gold Ltd – on its acquisition of Global Asset Resources Ltd. Joelson also advised on its successful fundraising and its re-admission to AIM.



STUDENT SUPPORT CENTRE

Joelson acted for the Company and advised the directors on a pre-pack administration of the business.



PAGEANT MEDIA

Joelson acted as lead counsel for Pageant on its acquisition of Falk Marques Group in the US.



DIRECT LIFE & PENSION SERVICES

Joelson acted for Direct Life, providers of protection products and services, on its sale to LSL Property Services.



PROPER

Joelson advised the snack company, Proper, in connection with a majority sale to private equity firm Exponent.



PAGEANT MEDIA

Joelson acted for long-standing client Pageant Media on this transaction acting for the Founder and the management team and certain minority shareholders on this substantial investment by ICG.



ADDISON LEE

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Joelson acted for the new management team of Addison Lee on the refinancing project and investment arrangements.



QUANTUMA

Joelson acted for long-standing independent advisory client, Quantuma, on its acquisition of several bolt-on specialist practices, helping the firm grow its impressive team and offering.

INVESTMENTS AND FUNDRAISING



PASTA EVANGELISTS

Joelson acted for Pasta Evangelists on a Series B round led by Guinness Asset Management and Pembroke VCT.



FUTURE FUND

Joelson has supported multiple companies with their successful applications to the Government's future fund scheme.



MPOWDER

Joelson advised the Founder and the Company on their initial EIS funding round.



JAMJAR INVESTMENTS

Joelson supported JamJar with its investment into Wild Cosmetics, maker of sustainable natural deodorants.



PRESTO COFFEE

Joelson acted for Presto, roaster and purveyor of coffee, on a seed fundraise.



EMBER SNACKS

Joelson acted for the Company on the latest fundraise for Ember Snacks.



JAMJAR INVESTMENTS

Joelson supported JamJar on its investment into the business behind the Lucky Saint alcohol free beer brand.



PLUVO

Joelson acted for sustainable tech company Pluvo, creator of urban air technology solutions, on a seed fund raise.



ADDISON LEE

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Joelson acted for Addison Lee on a further funding round in August 2020.



FOUR QUARTERS

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Joelson acted for the Company on an equity investment by Edition Capital.



POPPED SNACKS

Joelson acted for Popped Snacks Ltd, creator of amazing popped lotus seed snacks under the Plant Pops brand, on its seed fundraise.



JAMJAR INVESTMENTS

Joelson supported JamJar with an investment into WeVee, an electric car leasing business.



ENTITY X

Joelson acted for digital ad-tech business, Entity X, on a pre-seed funding round funding round in July 2020.

PERCEPT™

AFTERNOONIFY

Joelson acted for benchmarking client, Afternoonify, owner of the Percept Audit platform, on a further funding round in August 2020.



TONIC NUTRITION

Joelson acted for the Company on its seed fundraise.

holibob

HOLIBOB LTD

Joelson acted for Holibob, a B2B marketplace, on a seed fundraise.

TWELVE
BELOW

THE CHILTERN MIX LTD (TWELVE BELOW)

Joelson acted on a seed fundraise for this low sugar drinks business.



ENTOMICS BIOSYSTEMS LTD (BETTER ORIGIN)

Joelson acted for the Company on a fundraise from existing shareholders and Fly Ventures.

BEAU'S

FEEL-GOOD GELATO

BEAU'S ICE CREAM

Joelson acted for Beau's, the maker of vegan gelato, on a seed equity fundraising.

Weezy

WEEZY

Joelson acted for Weezy, a supermarket that delivers in 15 minutes, on its fundraising.

b. blueprint.

CITY BRANDS

Joelson supported City Brands, owner of the cutting-edge conversational commerce platform, Blueprint, on both its seed fundraising and on a further top-up raise later in the year.

POLLEN
+ GRACE

POLLEN & GRACE LTD

Joelson acted for the Company on a seed raise from existing shareholders.

TOTALCTRL

TOTAL FOOD CONTROL LTD

Joelson advised Total Food Control on its seed fundraising with investment from well-known Berlin institution, Speedinvest and JamJar Investments.

allplants

ALLPLANTS

Joelson advised vegan delivery business, Allplants, on a Seedrs crowdfunding round along with traditional institutional funding.

Joelson

THE PACK PET LTD

Joelson advised the London-based, vegan dog food start-up with a seed funding round.

D A M E.

DAME

Joelson advised Dame on a funding round including investment from Sky Ocean, the venture arm of Sky.

LENDING



OakNorth
Bank

OAKNORTH BANK PLC

Joelson acted for OakNorth in respect of a number of investment and development loans made by the bank.



alternative
bridging corporation

ALTERNATIVE BRIDGING CORPORATION

Joelson advised Alternative Bridging Corporation in respect of multiple investment and development loans.



AVAMORE CAPITAL LTD

Joelson worked with Avamore Capital in relation to a number of large loans.



TUSCAN CAPITAL LTD

Joelson acted for Tuscan Capital in respect of multiple short-term finance loans.



VICTORIA MUTUAL

VICTORIA MUTUAL FINANCE LTD

Joelson advised Victoria Mutual with a number of different funding and investment deals.

Joelson

PROPERTY COMPANY

Joelson assisted a property company on multiple loans from a number of institutions.



MIZRAHI TEFAHOT

MIZRAHI-TEFAHOT

Joelson assisted with a number of loans from Mizrahi-Tefahot bank.

sancus 

SANCUS FUNDING LTD

Joelson assisted on multiple loans from Sancus, a fast bridging and development lender.

Joelson

ZSL CAPITAL

Joelson has advised on multiple loans from ZSL Capital, a bespoke real estate lender.



ADDISON LEE

“ Thank you to the team at Joelson for their hard work and dedication.

They have been a continuous support to me and Addison Lee of the last 15 years and I'm pleased to have been able to work with the team again. ”

Liam Griffin
CEO at Addison Lee



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