



# THE 2021 DEALS

Joelson

# 2021 DEALS SUMMARY



**60+ DEALS  
COMPLETED**



**£189M IN M&A  
TRANSACTIONS**

**£763M IN TOTAL  
DEAL VALUES**



**£574M IN  
FUNDRAISING**



**£75M OF  
LENDING**



# PASTA EVANGELISTS

**2017**

In 2017, Joelson began their legal partnership with Pasta Evangelists. We supported the Founder Alessandro and his initial co-Founders in connection with securing an initial fundraising from Angel investors by way of SEIS and EIS compliant funding.

Following the initial successful fundraising, later that year we were able to support with the company's seed capital funding round. This included VC investment from angels and EIS funds including Guinness Asset Management.

As more and more people ordered the restaurant quality fresh pasta boxes, the company attracted further investment in 2020, through a Series B funding round with Pembroke VCT and Guinness Asset Management.

With continued success, in 2021 Joelson led Pasta Evangelist's management team and shareholders through the sale to Barilla, one of the world's largest food companies and the global leader in pasta. The sale saw Barilla take a majority stake in the company while the existing management team continues to participate in the growth of the business.

**2021**

*"We have enjoyed working with Joelson over the past four years since our inception, they have been with us since the start, supporting us every step of the way.*

*We look forward to working with Joelson in the future – I would highly recommend them to any consumer business."*

**Alessandro Savelli**  
CEO & Founder of Pasta Evangelists

# MERGERS & ACQUISITIONS



## PASTA EVANGELISTS

Joelson advised the Founders and shareholders of Pasta Evangelists on the sale of a majority stake to Barilla.



## ARMONIA

Joelson advised Armonia, a French facilities management provider, on the acquisition of Anabas



## STOKE PARK

Joelson advised Stoke Park, Britain's iconic country club with a prestigious golf resort based in Buckinghamshire, on its sale to Reliance Industries Ltd owned by businessman, Mukesh Ambani.



## PLENISH

Joelson advised Plenish on its sale to Britvic, the global soft drink provider.



## PROPER

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



## ADDISON LEE

### ADDISON LEE

Joelson advised long standing client Addison Lee on its acquisition of Com Cab and its associated businesses City Fleet Networks, and Flightlink creating London's largest managed private hire and black taxi firm.



#### PAGEANT MEDIA

Joelson advised Pageant Media on its acquisition of Pension Funds Online, the go-to information source for European pension funds.



#### DIRECT LIFE & PENSION SERVICES

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



#### PULSIN

Joelson advised the shareholders of Pulsin Ltd on its sale to S-Ventures plc.

# XUPES

#### XUPES

Joelson acted for certified pre-owned watch specialist Xupes on its strategic partnership with MPN Marketplace Networks.

# elvie

2017

Joelson initially partnered with Elvie in 2014, where we supported Founder, Tania Boler, with corporate advice including Share Options.

In 2016, we went on to help the femtech company raise investment through a Series A funding round.

As Elvie began revolutionising femtech, it was time to capitalise with another round of investment. Two years later in 2019, we advised Elvie on a Series B fundraise, which became the largest ever raise for a female-led femtech company.

Elvie's innovative products have been so well received that they have featured everywhere from the BBC to Vogue, propelling the brand to the forefront of the femtech industry. As a result, in 2021, Elvie followed up with a Series C funding round that raised £70m led by BGF and featuring other investors including BlackRock, Hiro Capital and Westerly Winds, plus existing investors Octopus Ventures and IPGL.

2021

*"This further investment places Elvie in pole position to capitalise on the \$50 billion opportunity that the femtech market is predicated to be worth by 2025 – and that's only the beginning. We won't stop until we have fulfilled our ambition to create the go-to destination for women's health at all life stages; providing sophisticated, accurate and personalised solutions.*

*"Paul and the team at Joelson are an excellent partner to us – because of their responsiveness, attention to detail and understanding of our vision for Elvie and the scale of our growth plans."*

**Tania Boler**

Chief Executive Officer and Founder of Elvie

# INVESTMENTS & FUNDRAISING



## BETCONNECT

Joelson acted for Betconnect in relation to an investment that included the conversion of a Future Fund loan.



## AFTERNOONIFY

Joelson continued to assist benchmarking client, Afternoonify, owner of the Percept Audit platform, with its ongoing funding.



## JAMJAR INVESTMENTS

Joelson acted for JamJar Investments on their investment into Lucky Saint the provider of superior alcohol-free beer.



## ENTITYX

Joelson acted for digital ad-tech business, Entity X, on a further fundraising.



## CHARM IMPACT

Joelson assisted Charm Impact, the platform for impact investments into clean energy projects in developing markets, with its crowdfunding raise.



## ZEELO

Joelson advised Zeelo, the sustainable alternative for commuters, in relation to its latest fundraise.



## PRESTO

Joelson acted for Presto, roaster and purveyor of coffee, as it continued its fundraising activities.



## JAMJAR INVESTMENTS

Joelson acted for JamJar Investments on their investment into Cuckoo Broadband.

# elvie

## ELVIE

Joelson advised Elvie, the revolutionary femtech brand developing iconic products for women, on its Series C Funding Round.



## NONNA TONDA

Joelson acted for Nonna Tonda, provider of daily fresh pasta, on a seed investment.



## OUTTRIP

Joelson supported Outtrip, the platform for the adventure sector rental market, on its seed fundraise.

# allplants

## ALLPLANTS

Joelson advised allplants, the plant-based meal delivery service, on its £38m Series B fundraise. It was the largest Series B fundraise for a plant-based food company in Europe.



## WHO GIVES A CRAP

Joelson acted for premium toilet paper supplier, Who Gives A Crap, with a significant investment.



## JK LABS

Joelson acted for the maker of Surreal, the healthy cereal product, on its seed fundraise.

# blueprint.

## CITY BRANDS

Joelson supported City Brands, owner of the cutting-edge conversational commerce platform, Blueprint, on its further fundraising to support its rapid growth.





#### JAMJAR INVESTMENTS

Joelson acted for JamJar Investments on their investment into Cardeo, a credit card management app.



#### THEVEGANKIND

Joelson advised TheVeganKind on its £3.5m Series A funding round from Literacy Capital plc.



#### COUNT

Joelson advised collaborative data platform provider, Count, with its fundraising.



#### MAYHEW BROS (EMBER)

Joelson acted for Ember, the snack provider, on its crowdfunding investment.



#### & SODA

Joelson advised &Soda, the ready to drink vodka & soda brand, with an investment round.



#### JAMJAR INVESTMENTS

Joelson acted for JamJar Investments on their investment into Yoto, a screen-free audio platform built for kids.



#### THE PACK

Joelson advised vegan dog food brand, The Pack, with a seed investment round.



#### WAVEPATHS

Joelson acted for Wavepaths, psychedelic therapy provider, with pre-seed and seed investments.



#### LINETEN

Joelson advised technology company, Lineten on investments from High Net Worth individuals and VC.



#### PLUM FINTECH

Joelson acted for financial technology brand, Plum, on its Series A investment round.



### MAVEN LEISURE

Joelson advised Maven Leisure, the UK group of bars, restaurants and pubs with a significant funding round.



### BIG WAVE

Joelson advised Big Wave, the owner of Spirit of Aloha 65, on its latest investment round.

# hewi.

### HEWI - HARDLEY EVER WORN IT

Joelson advised HEWI, the online retailer of pre-owned designer wear, with an early stage investment.

# SIBLING

DISTILLERY

### SIBLING

Joelson acted for specialist gin distillery Sibling, with an investment into the brand.



### BELIEVE IN SCIENCE

Joelson advised Believe in Science, the company behind the launch of a new healthier style doughnut brand, Urban Legend, on its initial funding rounds.

# allplants

2017

Joelson have been working with allplants since 2018, where we initially supported Founders, Jonathan and Alex Petrides, as they sought investment through a Series A funding round.

Following this successful fundraise, allplants began growing at a phenomenal rate which brought about some new challenges. This meant we were able to support allplants on its property, construction, employment, share options, banking, and commercial requirements at every stage of their growth.

In 2021, the brand continued to expand, along with the booming plant-based food market and Joelson assisting the company with the largest Series B fundraise for a plant-based food company in Europe. The company raised £38m in a round led by Draper Esprit that also included consumer-specialised fund The Craftory, VC firm TriplePoint Capital, plus international England footballers Chris Smalling and Kieran Gibbs, and Cassandra Stavrou, Founder of Proper Snacks.

2021

*“Paul and the team at Joelson have been our trusted advisors for over three years, helping us successfully navigate numerous funding rounds along the journey. We are delighted with the result and pleased to have had Joelson guiding us through this exciting time in our growth once again.”*

**Jonathan Petrides**  
Founder and CEO of allplants

# 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

## AVAMORE CAPITAL LTD

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



TUSCAN  
CAPITAL

## 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.



CENTURY  
CAPITAL

## CENTURY CAPITAL

Joelson assisted with multiple short-term bridging loans for Century Capital.



MIZRAHI TEFAHOT

## MIZRAHI-TEFAHOT

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



### SANCUS FUNDING LTD

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

## TENN CAPITAL

INTELLIGENT FUNDING

### TENN CAPITAL

Joelson has advised on short-term bridging finance for multiple real estate transactions via Tenn Capital.

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CHAMPION  
YOUR BUSINESS.**

Joelson

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