



Certified



Corporation

# THE 2022 DEALS

Joelson

# 2022 DEALS SUMMARY



**50+ DEALS  
COMPLETED**



**£500M IN M&A  
TRANSACTIONS**

**£740M IN TOTAL  
DEAL VALUES**



**£70M IN  
FUNDRAISING**



**£170M OF  
LENDING**



2020

Deepki is the world's leading SaaS ESG platform for real estate and our relationship with them began in 2020. We have since worked with them on various corporate and employment matters and in 2022, we advised them on the acquisition of Fabriq, the UK's top industry SaaS solution.

Deepki was founded in 2014 and had an extraordinary year with their acquisition following their €150 million Series C funding round in March, which represents the largest of its kind within the Climatech SaaS for real estate category.

Fabriq was founded in 2011 and has been Deepki's main UK competitor. The two companies' parallel missions are to create virtuous real estate. Deepki's SaaS platform gives investors, owners and managers the tools to improve the ESG performance of their real estate assets.

The real estate sector is responsible for 37% of carbon emissions, which means ESG strategy is no longer optional for the sector and the industry is under pressure to help tackle climate change.

2022

*"In addition to Joelson's dedication and expert advice, their commitment to ESG made them the perfect legal partners for us.*

*We are committed to working with businesses which share our values, are forward thinking, and aspire to be part of a bigger purpose and global movement."*

**Vincent Bryant**  
CEO and Co-Founder of Deepki

# MERGERS & ACQUISITIONS



## BETCONNECT

Joelson advised BetConnect on its merger with matched betting company, Odds Monkey.

The logo for Coolcamping, featuring the text 'coolcamping' in a white, lowercase, sans-serif font on a blue rectangular background.

## COOL CAMPING

Joelson advised Cool Camping, the camping and glamping holiday site provider, on its sale to US giant, Hipcamp.

The logo for Deepki, featuring the text 'deepki' in a lowercase, sans-serif font, followed by a teal-colored icon of a network or molecule.

## DEEPMI

Joelson advised Deepki, the world's leading SaaS ESG platform for real estate, on the acquisition of Fabriq, the UK's top industry SaaS solution.



## ZEELO

Joelson advised Zeelo, the transport tech platform, on its potential sale to global mass transit technology group, Swvl.

The logo for Joelson, featuring the text 'Joelson' in a large, serif font, with a horizontal line underneath the letters.

## CHRYSDS HOLDINGS

Joelson acted for Chrysd Holdings on the conditional acquisition of the gold mining operations of Eldorado Gold, a Canadian listed entity.



## JOHN MILLS

Joelson advised John Mills Limited, the online and TV market place, on the carve out of shareholdings of the Company ahead of its resulting sale.



TERRITORY STUDIO

## TERRITORY STUDIO

Joelson advised Territory Studio, the leading virtual effects company for a number of blockbuster films, on its acquisition of US based company, Conifer.





### LITTLE MOONS

Joelson advised the Co-Founders of successful premium dessert brand, Little Moons, on a significant minority investment by L Catterton, the largest global consumer-focused private equity firm.



### LONDON GREEN

Joelson advised London Green on a joint venture with Mitheridge II LGH Limited.



### TECHNOLOGY EVENTS COMPANY

Joelson advised on the reorganisation and purchase of shares in a publications and events brand.



### REDSPUR (ARUNDEL) LIMITED

Joelson advised Redspur (Arundel) Limited on its joint ventures with Cervidae and Latimer Developments Limited.



### WITH INTELLIGENCE

Joelson acted for long-standing client, With Intelligence, on its purchase of CAMRADATA Analytical Services Limited.



### MEDICAL SERVICES COMPANY

Joelson advised on the sale of a well-known medical services business and the subsequent reorganisation.



### MINERVA'S VIRTUAL ACADEMY

Joelson assisted unique, online, independent school, Minerva's Virtual Academy, on an asset acquisition.



### BENSON WATERFRONT CAFÉ

Joelson acted for the Buyer in relation to the acquisition of the entire issued share capital of the Waterfront Café.



### XTERRA HOLDINGS LTD

Joelson advised on the sale of Xterra Holdings Ltd, trading as Leander.



### SAFER PET

Joelson advised on a number of acquisitions throughout the UK, focused on pet, technology, welfare and data products.



### ROCK UP

Joelson advised the Founders of Rock Up on its sale to Hapik, the leading operator of fun climbing parks in France.



### ONCUE TRANSPORT

Joelson acted for the shareholders of Q Despatch on its sale to OnCue Transport.



### WHOLESALE COMPANY

Joelson advised on the share exchange of one of the leading buying groups in the wholesale sector.



2020

Joelson have been working with Little Moons over the last couple of years. Our initial work involved working with the sibling Founders, Vivien and Howard Wong, on a significant minority investment by L Catterton, the largest global consumer-focused private equity firm. Since then we have worked with them on matters ranging from Real Estate - in helping with their new production facility - to Intellectual Property, Employment advice and Commercial Contracts. Little Moons has been so successful in the last few years that you will hopefully see them in the freezer section of most supermarkets and everyone is talking about them. We are proud to be a part of their incredible journey.

The story of Little Moons is very much centred around family, driven by two siblings, both of whom are very different. In 2010, siblings Vivien and Howard Wong, inspired by their parents' bakery, founded Little Moons, selling its unique ice cream bites which are now sold across Europe & Australia and they now have put the wheels in motion to expand globally. It is evident from working with them that they will continue to employ and work with likeminded individuals to maintain a positive and nurturing culture within their business.

2022

In 2022, Little Moons joined Joelson at our Founders Fireside event as our interviewee guests and revealed some amazing insights on their journey so far.

[Watch the highlights!](#)

*"We wanted to work with the best legal firm in the consumer space on this deal as it was such a significant milestone for us and the business. We were looking for a firm who understood our vision and who also had deep experience doing similar deals.*

*Joelson got great references from other founders and have been fantastic during the whole process. We've been impressed by the entire team and would happily recommend them to other founders. We are very much looking forward to continuing to work with them following this deal. A huge thank you to Phil, Paul and the rest of the team."*

**Vivien & Howard Wong**  
Co-Founders of Little Moons

# INVESTMENTS & FUNDRAISING



## ALTERNATIVE OGGS

Joelson advised plant-based egg alternative brand, Oggs, on a Series A investment round led by Upfield.



## CODEX CAPITAL

Joelson advised Codex Capital on their investment into The Bike Club as part of a Series B fundraising.

D A M E.

## DAME

Joelson advised Dame, the manufacturer of period products, on their EIS crowdfund through Seedrs.



## DASH

Joelson advised, sparkling water manufacturer, Dash on an investment led by Beringea, a VCT fund.

hewi.

## HEWI

Joelson advised Hardly Ever Worn It (HEWI), on its angel and crowdfund investment with Seedrs.



## PLUM

Joelson acted for Plum, the smart money app, on a crowdfund with Crowdcube.

P O W E R V A U L T

## POWERSVAULT

Joelson acted for Powervault on the conversion of a future fund convertible loan and an associated funding round.





#### URBAN LEGEND

Joelson advised Believe in Science, the company behind the launch of a new healthier style doughnut brand, Urban Legend, on its Series A fundraise led by JamJar Investments.



#### TIBA TEMPEH

Joelson advised Tiba Tempeh on a seed funding round.



#### ROAM

Joelson advised vegan condom brand, Roam, on an EIS crowdfunding investment round with Seedrs.



#### VEVOLUTION

Joelson acted for plant-based event brand, Vevolution, on a Seed funding round.



#### ZULU FOREST SCIENCES.

#### ZULU FOREST SCIENCES

Joelson acted for Zulu Forest Sciences on a Series A fundraising round.



#### entomics

#### ENTOMICS

Joelson acted for Better Origin, developer of a cutting-edge, AI-powered insect farm, on its series A fundraise.



#### CITY BRANDS

Joelson supported City Brands, owner of the cutting-edge conversational commerce platforms, Blueprint and Relo, on an additional fundraise.



#### DUSTOFF FILMS

Joelson acted for veteran-owned, indie production company, Dustoff Films, on a film project funding round.



#### ENTITY X

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



#### JAMJAR INVESTMENTS

Joelson acted for JamJar on its investment into sustainable, natural deodorants business, Wild Cosmetics.

## SURREAL™

#### JK LABS/SURREAL

Joelson acted for the maker of Surreal, the healthy cereal product, on a seed-extension fundraising.



#### WINGSTOP

Joelson acted for Lemon Pepper Holdings, operator of the Wingstop business in the UK, with a further fundraising to assist its rapid expansion across the UK.

## THERMULON

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Joelson assisted Thermulon, developer of next-generation mineral-based building insulation, with its development funding round.



#### KYOOT

Joelson acted for organic, vegan chocolate maker, Kyoot, on its seed investment round.

## PRESTO

#### PRESTO

Joelson acted for Presto, roaster and purveyor of coffee, on its ongoing fundraising activities.



## SEOUL BIRD

#### SEOUL BIRD

Joelson acted for Korean Street Food restaurant business, Seoul Bird, on its fundraising to drive its expansion.

## simplicity.

#### SYMPPLICITY FOODS

Joelson acted for Symplicity Foods, a plant-based and clean label food manufacturer, on its Angel investment round.

## LINE 10

#### LINETEN

Joelson advised Lineten, a specialist online profile builder, on various investment rounds.



#### BUYAPOWA

Joelson advised Buyapowa, an online marketing SaaS platform, on an Angel investment round and Future Fund conversion.



**cheesegeek**

#### CHEESEGEEK

Joelson advised CheeseGeek, the English Cheese brand, on its investment from Samworth Brothers.



#### PHOTOGRAM

Joelson acted for Photogram, developer of the super-clever Alice Camera which turns a smartphone into a professional camera, on its seed fundraise.



#### COUNT TECHNOLOGIES

Joelson assisted Count, a data platform, on its venture capital and Angel investment round.



#### SIBLING SYNERGY

Joelson advised Sibling Synergy, a plant-based technology, on its Angel investment round.



2021

Our work with Believe in Science, the company behind the Urban Legend brand, began from the inception of the business.

Founded by the former CEO of Graze, Anthony Fletcher, Urban Legend launched in 2021 and provides consumers with a healthier style of doughnut.

Having worked with Anthony for a number of years, we initially supported the company with seed funding raised from a range of venture capital funds, health charities and angel investors.

As the brand began to grow, we subsequently supported the company with its Series A funding round, led by venture capital firm, Jamjar Investments.

The funding allows Urban Legend to complete a significant national roll out to Tesco stores, expand their direct to consumer delivery service and build their own production facilities across UK.

2023

*"I am once again very impressed with the entire team at Joelson! They were our legal advisors for the initial funding round at Urban Legend and previously I have worked with them at Graze and Innocent and I wouldn't go anywhere else.*

*It also helped that JamJar and Joelson have a great working relationship, so everyone already knows each other so well. Thank you Joelson, it has been extremely rewarding working with you guys again!"*

**Anthony Fletcher**  
Founder of Believe in Science

# LENDING



## BUTCHER'S PET CARE

Joelson acted for Butcher's Pet Care in connection with its financing arrangements.



## ALTERNATIVE BRIDGING CORPORATION

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

# LN

## LONDON NEWCASTLE

Joelson worked with London Newcastle on a significant investment loan.



## LONDON GREEN

Joelson acted for London Green in relation to various loans.



## IVIS FINANCE

Joelson advised Ivis Finance on several significant property loans.



## CENTURY CAPITAL

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



## MIZRAHI-TEFAHOT

Joelson assisted with a large number of property loans from Mizrahi-Tefahot Bank.



#### SANCUS LENDING (UK)

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 for Tenn Capital.



#### ZSL CAPITAL

Joelson assisted ZSL Capital on a large loan.



#### 3QD RIDGE WAY

Joelson advised 3QD Ridge Way Limited on the receipt of a loan.



#### BUYAPOWA

Joelson assisted Buyapowa on its Venture Debt from SAAS Capital.



#### PLUM

Joelson advised Plum on its Venture Debt from Silicon Valley Bank.



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CHAMPION  
YOUR BUSINESS.**

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