

Joelson

# OUR DEAL HIGHLIGHTS: 2024

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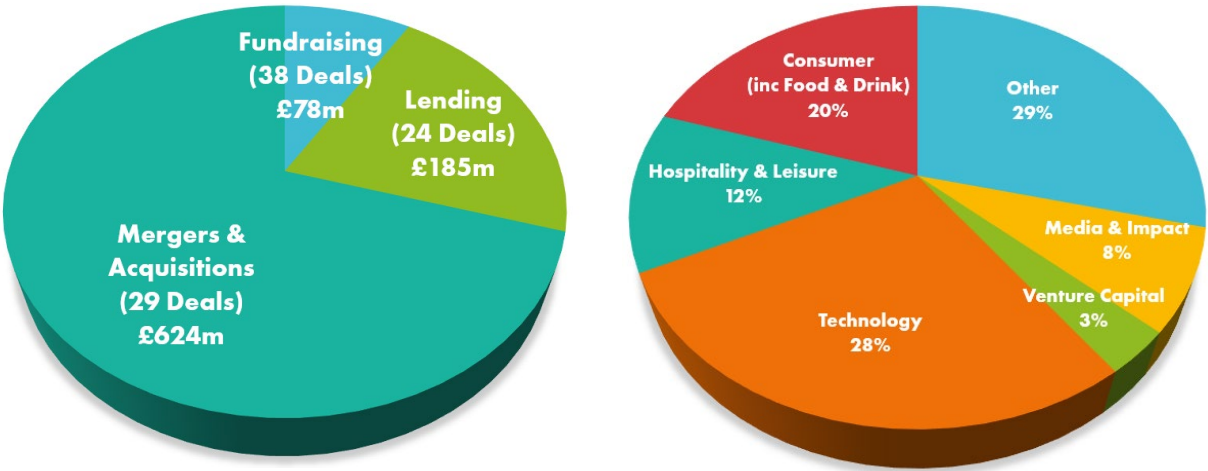


Corporation

# Executive Summary

2024 was a landmark year for Joelson, marked by exceptional growth and an unprecedented number of deals—more than doubling our activity from 2023. The total value of transactions, spanning M&A, fundraising, and lending, exceeded £880 million, reflecting a remarkable 35% increase from the previous year.

Particularly significant was the surge in lending activity, which increased 58% year-on-year, while M&A deal value grew by 20%. Fundraising remained steady.



Our strategic focus on key sectors continued to drive success: with 75% of all deals concentrated in Technology, Consumer Markets (including Food & Drink), Hospitality & Leisure and Media & Impact. Technology led the way, accounting for 30% of transactions, followed by Consumer Markets (20%), Hospitality & Leisure (15%) and Media & Impact (10%).

Joelson’s continued momentum and sector expertise reinforces our position as a trusted advisor, delivering exceptional value and results for our clients.



**Phil Hails-Smith**  
Managing Partner



**Paul Chiappe**  
Managing Partner



**Una Deretic**  
Partner



**David Grossbard**  
Partner



**Matthew Overton**  
Partner

A blue gradient background with a spotlight effect in the top left corner. The spotlight is a bright, circular beam of light that fades into the surrounding blue. The text "KEY HIGHLIGHTS" is centered in the lower half of the image.

# KEY HIGHLIGHTS

# TECHNOLOGY

A close-up, low-angle shot of a glowing blue and orange circuit board. The board is illuminated with a mix of blue and orange light, creating a futuristic, high-tech atmosphere. In the center of the board, there is a prominent yellow grid pattern. The background is dark, with various components and traces of the circuit board visible, some of which are blurred, suggesting a shallow depth of field. The overall composition is dynamic and emphasizes the intricate details of modern electronics.



Joelson was engaged to advise Zeelo on the acquisition of Kura.

Zeelo, a leading global transit-tech company founded in 2016, specialises in providing advanced transportation solutions for bus operators, employers, and schools. Through software and managed services, Zeelo optimises bus occupancy, reduces transportation costs, lowers CO2 emissions, and streamlines administrative processes.

Kura, established in 2010, is a major provider of shared transport services in the UK, integrating innovative technology with a focus on safer, smarter, and greener travel experiences. Kura offers corporate and education transport solutions, including Home to Work services, staff and student shuttles, and charter trips for events and tours.

The acquisition followed Zeelo's recent \$14M fundraising, enabling them to expand their product portfolio and enhance service offerings for their clients.



*We have worked with the team at Joelson since the very early days of founding Zeelo and they have been fantastic in helping and supporting us throughout. Exciting times at Zeelo as we grow and scale and look forward to continuing our partnership with Joelson.*



Sam Ryan  
CEO and Co-Founder of Zeelo



Joelson advised My Emissions on its £1.3 million Seed Round.

My Emissions, a London-based tech start-up founded in 2021 by Matthew Isaacs and Nathan Bottomley, is dedicated to decarbonizing the food sector, which accounts for one-third of global greenhouse gas emissions. As the official carbon labelling partner of Just Eat, My Emissions provides an innovative platform that allows food companies to efficiently measure individual product emissions and accurately report their annual scope 3 emissions. The platform integrates with existing recipe management, inventory management, and POS systems to deliver unparalleled reporting speed, enabling food businesses to focus on their emission reduction strategies.

The round was led by Hambro Perks, with additional support from Love Ventures, the angel syndicate Raspberry Ventures, and industry angel investors.



*The Joelson team supported us throughout our £1.3m Seed Round. They were always on hand when we had a question or needed an issue resolved, and helped us close ahead of schedule. Thank you to the team!*



Matthew Isaacs  
Co-Founder of My Emissions



Joelson successfully advised the shareholders of Pet Microchip Services Ltd on its sale to Identi.

This deal reflects the culmination of Joelson's long-standing relationship with Pet Microchip Services, having worked with Lisa Hunter and the management team since its creation. In that time, Joelson has provided comprehensive legal support for the company's growth strategy, including 7 strategic acquisitions in the UK and the US which helped the group expand and consolidate its position within the pet care sector.



*A big thank you to the team at Joelson. They did an excellent job (as always), and we were very pleased with their work. We would use Joelson again and highly recommend them. It's been a pleasure working with you all.*



Lisa Hunter  
CEO of Pet Microchip Services



ADDISON LEE

Joelson has a long-standing relationship with Addison Lee, one of London's most trusted ground transport providers. Having advised the company and its management for over 20 years, the team at Joelson, led by Managing Partner Phil Hails-Smith, has been involved in all legal support, including advising on the acquisitions of ComCab London in 2021 and Green Tomato Cars in 2023 which has allowed Addison Lee to significantly scale operations and meet the growing demand in the city for premium, reliable transport.

in 2024, Joelson advised the company and management of Addison Lee on its acquisition by ComfortDelGro, a leading multi-modal mobility operator. The acquisition marks a significant step towards expansion beyond London and into the wider UK premium transport sector.



*A big thank you to the team at Joelson. They have guided us on every step of our journey since we came back into the business on lockdown day in 2020 and advised management on this sale to ComfortDelGro. We have worked with Joelson for over 20 years now through many transactions and other challenges along the way. I'm very much looking forward to continuing this relationship with Joelson as we look to grow with ComfortDelGro as our new owners.*



**Liam Griffin**  
**CEO of Addison Lee**





With Intelligence, a leading provider of investment intelligence for allocating, fundraising, and business development, recently acquired Highworth Research, the publisher of the largest online database of single family offices internationally. This strategic move strengthens With Intelligence's platform by enhancing its investor profiling capabilities.

With Intelligence has been rapidly expanding through strategic acquisitions, aiming to provide comprehensive and detailed investor intelligence. While the company already offered extensive profiles on investors, the need to integrate detailed insights on single family offices remained a key area for growth. Highworth Research, with its extensive database, was the ideal partner to bridge this gap.



Joelson advised long-standing client Talan, a Global Consulting Group in innovation and transformation through technology, on its acquisition of Nine Feet Tall, an award-winning UK consultancy.

The acquisition further expands Talan's existing capabilities across programme and change management consultancy in the UK. The deal also provides Nine Feet Tall with the opportunity for broader service delivery of their complex change consulting to existing and new customers.

# CONSUMER





Crosta & Mollica, a B-Corp certified specialist in Italian-focused grocery products, was founded in 2009 and has since become a prominent brand in leading supermarkets across the UK and Europe. The company has achieved remarkable growth by reimagining contemporary Italian classics with premium ingredients and traditional techniques under the “Made in Italy” ethos.

Joelson advised Crosta & Mollica on its strategic investment by Perwyn Advisors Limited UK (Perwyn), a top European private equity investor.



*Thank you to the fantastic Joelson team. The incredible support, excellent advice, and emotional understanding of what it is like to go through a sale process has been invaluable for me and my team. At all times we felt assured that that we were in very capable hands.*



**James Orr**  
**Founder of Crosta & Mollica**



Joelson was engaged to advise the founders of Dishpatch on its sale to Waitrose.

Dishpatch, founded in 2020 during the first British COVID-19 lockdown, quickly established itself as a premier restaurant-quality meal-kit delivery service. The company offered high-end recipe kits and prepared meals inspired by leading international chefs, bringing gourmet dining experiences into customers' homes.

The sale supports the growth of Dishpatch under the continued leadership of Founder and CEO, Peter Butler.



*Thank you to the Joelson team for their exceptional legal guidance, expertly taking us through the transaction step by step.*



Pete Butler  
Founder and CEO of Dishpatch



Butcher's Pet Care, a renowned family-owned pet food business founded in 1987 by Graham Baker in Northamptonshire, has established itself as a leader in the wet dog and cat food market. Over four decades, the company expanded both in the UK and internationally, building a reputation for quality and trust among pet owners.

As the pet food industry continued to experience significant growth and consolidation, Butcher's sought an opportunity to scale its operations further and expand its market reach. To achieve this, the shareholders decided to sell the business to Inspired Pet Nutrition (IPN), a company owned by private equity firm CapVest. The transaction required careful structuring to ensure a seamless integration while maintaining the brand integrity and legacy of Butcher's Pet Care.

Having worked closely with Butcher's management team for several years, Joelson leveraged its deep understanding of the company's business model and market positioning.



*Butcher's Pet Care has been advised by Joelson for the last 7 years, culminating in the sale to CapVest. Throughout that time we have very much enjoyed working with the Joelson team who have provided not only excellent service and top quality advice but have continued to support myself, Graham and the team during the intense pressure of a sale process. The Joelson team were fantastic throughout and worked incredibly hard, always with the utmost curtesy and nothing was too much. A huge thank you from all of us at Butcher's.*



**Geoff Eaton**  
**Chairman of Butcher's Pet Care**



Joelson advised Vegetarian Express' management team on securing a £15 million investment from NVM Private Equity.

Vegetarian Express, a pioneering food service company, has been at the forefront of the plant-based food movement in the UK. Founded in 1987 by Dave Jonas, the company has grown into the UK's premier specialist distributor of vegetarian and vegan food for the foodservice sector. In 2019, Vegetarian Express became one of the first food service companies to achieve B Corp certification, reinforcing its commitment to sustainability and ethical business practices.



*Joelson's reputation in the food sector is exceptional and the team really delivered for us on this transaction. Thank you for all your help. We very much look forward to working with the Joelson team going forwards.*



**Dave Webster**  
**Managing Director of Vegetarian Express**

# **MEDIA & IMPACT**



# iNSPIRED MINDS!

Joelson advised the founder and shareholders of InspiredMinds! on its sale to US-based Growth Catalyst Partners (GCP). The deal marked a significant milestone for InspiredMinds!, reaffirming its position as a global leader in the AI and healthcare innovation space.

InspiredMinds!, founded in 2017 by AI advisory and technology entrepreneur Sarah Porter, emerged as a global leader in fostering ethical AI development. The organization built a strong community of over 300,000 members from diverse sectors, including policymakers, researchers, and major technology firms, across 160 countries. The platform facilitated meaningful discussions and initiatives aimed at advancing artificial intelligence in a responsible manner.



*A big thank you to the team at Joelson. This transaction represents a major milestone for Inspired Minds! and will enable the company to scale its vision on a global level. I am deeply grateful to the Joelson team for their exceptional guidance and support throughout this process. Phil and his team have been with me from the start and their advice has been instrumental throughout. Their expertise and dedication were essential in achieving a successful outcome.*

Sarah Porter  
Chief Executive Officer of InSpiredMinds!







Joelson acted for Mykor on its successful fundraiser.

Mykor is a female founder company dedicated to developing and scaling next-generation building insulation solutions that prioritize both human health and environmental sustainability. Their products are designed to be fire-resistant, thermally efficient, acoustically performative, and carbon-sequestering.

Mykor aims to reduce the 18% of global carbon emissions attributed to building operations. Founded by Olivia Page and Valentina Dipietro, Mykor raised seed funding in July 2024 to further develop their technology and achieve necessary certifications. Their mission is to provide sustainable, high-performance insulation alternatives to conventional materials, thereby decarbonising the construction industry.

## Citizens of Soil

Joelson advised Citizens of Soil on its Series Seed funding round.

Citizens of Soil specialise in premium, single-estate extra virgin olive oils sourced directly from small-scale, female-led farms practicing regenerative agriculture in regions such as Greece, Spain, and Italy. Emphasizing sustainability, they offer reusable bottles and refill pouches, creating a circular, eco-friendly packaging system. As a Certified B Corporation since October 2023, Citizens of Soil is committed to quality, transparency, and environmental responsibility. Their products are available through subscriptions and direct purchases, delivering award-winning olive oils straight to customers' doorsteps.



Joelson advised Sustainable Ventures on a significant investment by Barclays in 2023. A second phase to the deal took place in 2024.

Sustainable Ventures, a leading climate tech ecosystem in the UK, secured a significant investment from Barclays Sustainable Impact Capital. This funding marked a major milestone in Sustainable Ventures' growth journey, enabling the company to expand its reach and enhance its support for climate-focused startups.

Since its founding in 2011, it has built Europe's largest ecosystem of climate tech businesses, providing entrepreneurs with the resources, expertise, and network needed to drive innovation and commercial success in the sustainability sector.



*We've worked with Joelson for over 10 years and they have delivered for us again on this deal. A big thank you to the whole team. We look forward to continuing our partnership with them over the coming years.*



Andrew Wordsworth  
Chairman & Co-Founder of Sustainable Ventures

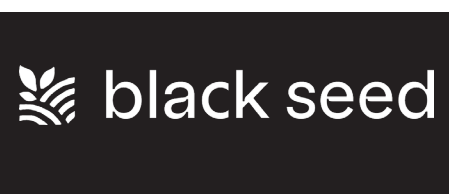
# VENTURE CAPITAL





Joelson advised long-standing client, JamJar, on its investment into fresh dogfood startup, Marleybones.

Marleybones was founded in 2020 by Josephine Rode Bager and Mikala Skov, driven by Josephine's frustration with feeding her dog, Marley. The existing fresh dog food options were either nutritionally subpar or logistically inconvenient, requiring frozen storage, extensive preparation, and environmentally taxing delivery methods.



Joelson advised Black Seed VC on its investment into Belong.

Black Seed VC is a venture capital firm and community dedicated to empowering Black British founders by addressing the significant underfunding they face. With Black founders receiving only 0.24% of UK venture funding in the past decade, Black Seed aims to bridge this gap by providing capital, connections, and comprehensive support.

Belong is a financial platform designed to empower a new generation of long-term investors by making wealth-building accessible, engaging, and rewarding.

# HOSPITALITY & LEISURE



# Verlinvest

Joelson advised Verlinvest, a global, consumer-focused evergreen investment firm, on acquiring a majority stake in The Climbing Hangar, the UK's leading bouldering gym operator.

Since its creation, The Climbing Hangar has grown to nine locations and serves over 20,000 members nationwide. This strategic partnership will provide The Climbing Hangar with the capital and resources to accelerate its expansion. This will include launching new locations across the UK and building a stronger brand and community presence.

Verlinvest has a very strong track record in developing consumer brands and this investment reinforces their ongoing commitment to helping niche and high growth sports scale up.

# A SELECTION OF OUR OTHER DEALS IN 2024

TENZING®



SURREAL™



bike club



RIVAN

SINE DIGITAL

Matthews  
INTERNATIONAL®



roto



SORTED



LONGEVITY  
PARTNERS



CYB3R OPERATIONS

# MEET THE CORPORATE & COMMERCIAL TEAM



**Phil Hails-Smith**  
Managing Partner



**Paul Chiappe**  
Managing Partner



**Una Deretic**  
Partner



**David Grossbard**  
Partner



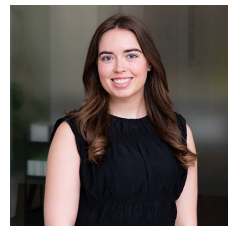
**Matthew Overton**  
Partner



**Katie Braddell**  
Solicitor



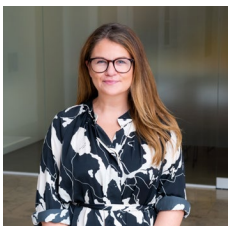
**Harry Davies**  
Associate



**Georgia Edmondson**  
Solicitor



**Sylvia Lau**  
Dual Qualified Solicitor



**Harriet McDonald**  
Associate



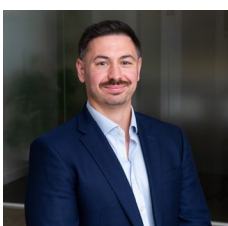
**Alasdair McDowell**  
Associate



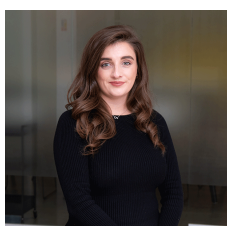
**Annabel Mockridge**  
Associate



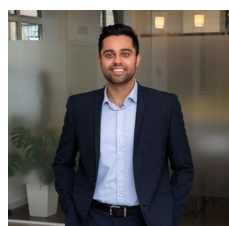
**Chinedu Onuchukwu**  
Senior Associate



**Charlie Pattihis**  
Senior Associate



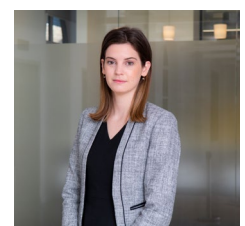
**Elizabeth Roberts**  
Associate



**Rajiv Samani**  
Associate



**Salma Seoudy**  
Solicitor



**Emma Vantine**  
Associate



**WE CHAMPION  
YOUR BUSINESS.**

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Certified



Corporation

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