

NUTRITICS CASE STUDY

Nutritics Acquires Ten Kites

PROCESS & OVERVIEW

Nutritics, an Irish-founded food service technology company, acquired Ten Kites, a UK-based menu publishing platform. As a market leader in providing analytical tools to food service professionals, Nutritics' acquisition of Ten Kites enables the company to expand its suite of offerings, while also supporting Ten Kites' expansion across Europe, the Middle East, and Australia.

Nutritics was founded in 2013 by brothers Damian and Ciarán O'Kelly after they spotted a gap in the market for a detailed and accessible database of food information. The CEO of the company is Stephen Nolan, who was recently awarded the first ever EY Sustainability Entrepreneur of the Year. This win came about as a result of Nutritics developing a pioneering, fully automated environmental impact scoring system for the hospitality and food service sector that calculates the climate impact of recipes and menus, and helps food businesses to measure, analyse and manage their sustainability goals.

Today, the company's software solutions are used in over 100 countries by a wide range of food businesses and health, sport, and education professionals. Along with providing the environmental impact scoring system, Nutritics also provides menu management and food labelling solutions for multi-site food service operators, caterers, and hospitality sector leaders.

Ten Kites was founded in 2013 by Stuart Wilson to provide the food industry with tools that publish accurate and up to date allergen information to menu pages. The company supports many of the UK's biggest multi-brand groups in the food service industry, including TGI Fridays, Fullers Pubs, Shepherd Neame, Carluccios, and Wagamama.

TRANSACTION RESULTS

FOCUS Capital Partners's Brian Barrett was the lead advisor to Nutritics on the acquisition of Ten Kites. Recognizing the significant demand for food businesses to provide information at the point-of-sale, the Nutritics team was pursuing strategic opportunities to drive growth and scale. Working with FOCUS Capital Partners offered a seamless transaction process, and both the Nutritics and Ten Kites teams achieved optimal outcomes. Combined, Nutritics and Ten Kites are strongly positioned to provide the most accurate and user-friendly solutions to the UK and international food and hospitality sector.

ADDITIONAL INFORMATION

FOCUS Investment Banking International offers an international M&A platform that provides sell-side, buy-side and capital raising services to lower middle-market companies across the U.S. and Europe. The platform provides expertise in several major industries combined with in-depth local market intelligence. Clients benefit from the enhanced geographic reach and streamlined access to markets on both sides of the Atlantic.

To learn more, please contact:

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AT A GLANCE

Nutritics

- Founded in 2013
- An Irish-founded food service technology company
- More than 135,000 clients worldwide

Transaction Info

EBITDA & Revenue are not disclosed

<https://www.nutritics.com/en/>

*This announcement appears
as a matter of record only*



has acquired



The undersigned initiated this transaction,
assisted in the negotiations, and acted as
financial advisor to Nutritics.

