

5 September 2022



RNS Reach

Zamaz plc
“Zamaz” or “the Company”

Successful Direct Listing and Admission to the LSE Main Market
A result of good teamwork

Zamaz, the London-based technology driven international e-commerce business that originates, acquires or licenses, operates and scales small and medium-sized brands with category-winning products on global marketplaces, wishes to congratulate its team of Strategic Advisers, Epsilon Capital and Innovative Finance for the support and advice they have provided to the Company on its successful Listing and Admission to Trading on the Main Market of The London Stock Exchange last Friday 2 September, by way of a Direct Listing.

Innovative funding for growth

The Board also wishes to thank Atlas Capital Markets (“Atlas”) for their key financial support in subscribing for new equity and providing a £15 million Convertible Loan Note Facility to help fund the Company’s growth strategy. As a cornerstone investor, Atlas is underpinning the company’s continuing development post Admission, providing innovative “Private Investment in Public Equity” (“PIPE”) structured funding, which can help to enhance shareholder returns.

Dominic White, Founder and CEO of Maximum Return System Group (“MAX”) the main shareholder in Zamaz said:

“For over ten years, MAX has invested in and supported growing international brands. With Zamaz we identified a group that also encompasses a leading position in sustainability – one of the pillars of MAX’s own investment strategy. We are supporting Zamaz with a long-term commitment to back the Company’s ongoing expansion and growth.”

Richard Day, Chairman of Epsilon Capital Market said:

“The Zamaz Direct Listing on the Main Market of the London Stock Exchange, using this “PIPE” funding structure is both innovative and efficient. It has allowed Zamaz to list in a transparent and open process, providing certainty on the IPO funding. It also means the Company is well placed as it floats on the open market with further dedicated funding lines of up to a further £15m to help fund its growth ambitions. We are looking to encourage further institutional and retail investors to join in this exciting opportunity.”

Luciano Maranzana, CEO of Innovative Finance said:

“We are very excited about the great opportunities presented to Zamaz by Atlas’s key support in providing “Pipe Funding”. This innovative structure has helped to facilitate the Company’s Direct listing and will support Zamaz’s growth strategy and commercial development.”

Advisors

Epsilon Capital is acting as strategic adviser to Zamaz. Innovative Finance is acting as corporate finance adviser to Zamaz. Orrick, Herrington & Sutcliffe (UK) LLP is acting as legal adviser to Zamaz.

About Maximum Return System Group

Maximum Return System Group is a private equity investment group specialising in value investments including early-stage, with a philosophy of combining private and public equity capital sources for maximising long-term liquidity, value growth and return on investment.
www.maxrs.group.

About Epsilon Capital

Epsilon Capital is an independent corporate advisory firm based in London with an extensive experience in UK and European capital markets. The Team of senior and experienced ECM and M&A professionals is specialized across multiple markets, sectors and geographies and it prides itself on a commercial approach that allows the clients to achieve their growth ambitions.
www.epsiloncapital.com

About Innovative Finance

Innovative Finance is a corporate finance advisory business that develops mergers and acquisitions and financing solutions across multiple sectors, primarily in Europe, with access to international transactions. It is currently working on transactions in the USA and Europe which are linked to technological developments in the financial services industry, AI, cybersecurity, e-commerce and cannabis.
www.innovfinance.com

About Atlas Capital Markets

Atlas Capital Market specialise in alternative financing and focus on small and mid-sized listed companies to help them secure the funding needed for their growth. Atlas provides competitive financing solutions for medium and long terms needs. Every company has its own unique financing requirements and each investment is bespoke to help the company achieve their target to unlock value. Atlas is specialised in opportunities where flexibility, creativity and speed are important.

www.atlascapitalmarkets.com

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Zamaz is a technology driven e-commerce business that originates, acquires or licenses, operates and scales small and medium-sized brands with category-winning products on global marketplaces. With ever prolific customer data sources, the advent of turnkey e-commerce website platforms, such as Shopify, and a thriving ecosystem of third-party software integrators, the options available to launch and build brands that can be marketed, sold, and shipped online quickly and globally with limited risk have never been more compelling. Such marketplaces, led by Amazon and eBay, also provide connection to millions of consumers, and have become a first-choice route-to-market for a generation of micro and small and medium-sized enterprise businesses.

Zamaz mines and analyses data from such online retail technology platforms which provide significant insights into consumer shopping behaviour and trends and enable the business to deploy, market and sell an optimised portfolio of brands, products, packs and prices aligned with active, real-time consumer needs and demands principally on UK and EU Amazon marketplaces.