

PUMP

H A I R C A R E

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PUMP HAIRCARE SECURES ANACACIA CAPITAL INVESTMENT TO SCALE INTERNATIONAL EXPANSION

25 November 2020: PUMP HAIRCARE is poised to continue its rapid growth in beauty e-commerce after securing a cornerstone investment from leading investors, Anacacia Capital.

Beauty continues to be a category that grows, despite the retail climate. It's a >\$90bn haircare industry internationally and >\$1bn in Australia. PUMP HAIRCARE brings customers a salon quality product direct to their doorstep. It has a strong and powerful social presence. It is playing directly where the new generation of shoppers are.

Australian businesswoman and professional hairdresser, Natasha Jay, launched PUMP HAIRCARE in 2017. Ms Jay formulated the initial product range to solve the specific needs and feedback of her hairdressing clients. Made in Australia with eco-friendly packaging, the brand quickly proved popular both domestically and overseas after launching our direct-to-consumer e-commerce website. Sales are almost doubling each year.

"Today, women want salon quality haircare products with the perfect balance of all-natural ingredients and product efficacy," explains Jay. "In just three years, the business grew from a traditional start-up in my lounge room to a large logistics facility focused on delivering our wonderful customers premium products and service at great value."

"After COVID accelerated our already fast growing e-commerce sales in 2020, we reached a tipping point. We needed support from a partner with experience in helping SMEs get to the next level," continues Jay. "Soon after meeting them, we knew that Jeremy and his team at Anacacia Capital would be great partners and add lots of value. Indeed they are already doing so!"

Anacacia is passionate about working with profitable, well managed small-medium enterprises (SMEs). They seek to help management to drive and develop brands to reach their full potential. The Australian investor has strategically helped other leading SMEs to continue to scale domestically and internationally with household names such as Rafferty's Garden, Home Appliances and Yumi's Quality Foods.

Jeremy Samuel said: "Natasha has created a brand that has a clear purpose and is developing a strong following in Australia and overseas. In partnering with the management team, we believe this brand has the potential to be a premium household name."

The Company has not disclosed financials. Anacacia Capital typically invests between \$15m and \$60m into profitable, leading SMEs. Shareholders in Pump Group Australia now include Natasha Jay, Anacacia Capital and other senior management and directors. Transaction advisors included: Ernst & Young, Miles Advisory, Addisons Lawyers, Clayton Utz and Marsh.

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Jeremy Samuel and Natasha Jay are available for interview. Photos of Natasha and PUMP are available.

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