



CAPLE

FUNDING  
GROWTH &  
OWNERSHIP

## Funding Announcement

### Caple supports strategic growth at Amber Energy with £1m unsecured loan

**Caple** has supported the rapid growth of Cardiff-based Amber Energy with a long-term, unsecured loan to support working capital. The loan will allow the business to meet latent demand which their current financing arrangements inhibited.

The Amber Enterprise Group are management consultants in energy reduction, waste prevention and reducing business carbon footprint. Formed in 2009, the business has grown rapidly providing a transparent consultancy service for its clients, ultimately enabling them to reduce cost through increased energy efficiency. The eight-year loan will allow the business to focus single-mindedly on pursuing its ambitious growth plans.

Of the funding, Nick Proctor, founder and CEO of Amber Energy, said: “We are committed to addressing what we call the ‘Utilities Trilemma’ by balancing the financial, operational and environmental goals of our customers. Our focus on this has seen us win a diverse range of clients from multiple sectors, resulting in us more than doubling our contracted sales year-on-year. Supporting our high-speed of growth while maintaining market-leading client retention levels will be our clear focus in the near-term. With this capital injection we will also invest in the areas of the business that have and will continue to set us apart from the competition, particularly our proprietary technology and data services. These capabilities, coupled with our deep sector expertise, will help cement our position as a utilitech partner to our clients”.

Caple worked with our partners at Shaw & Co to fully understand the business and the market opportunity. Shaw & Co quickly delivered materials through Caple’s technology platform to make the lending process as efficient as possible.

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*“Amber came to Shaw & Co for our expertise in arranging institutional capital for fast growing owner managed businesses in the lower mid-market SME sector. By working closely with Nick Proctor and Lorna Virgo, the MD and FD respectively, we have secured the desired result for the company, which provides the necessary capital stability for the Amber’s immediate and exciting growth plans.”*

**Rick Martignetti, Director, Shaw & Co**

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*“Amber Energy, like many UK SMEs, is an asset-light, people-based business. Whilst being profitable and cash generative, these businesses are underserved by long-term lenders. Most lenders will happily lend against the asset base, which is sufficient for day-to-day needs but falls short of the strategic credit these businesses need to grow. Amber is a prime example of this, and we look forward to watching them fulfil their potential over the coming years”*

**Sean Brophy, Country Manager, Caple**