



CAPLE

FUNDING
GROWTH &
OWNERSHIP

Funding Announcement

Caple supports growth at Cloud Booking with a long-term, fully unsecured financing package

Caple has completed the growth funding of London-based Cloud Booking Limited with a long term, fully unsecured loan. Cloudbooking will use the funding to meet increased global customer demand following the COVID-19 crisis and scale its workplace management software platform to deliver innovative new ways of working to its rapidly growing client base. Caple supports owner-managed businesses with loans up to £5m to fund growth and ownership change.

In an industry currently experiencing unprecedented change, Cloudbooking has quickly emerged as a leading supplier in the workplace management sector since the relaunch of its Cloud-based platform in 2017. Today it processes millions of bookings every year for many of the world's largest companies, such as Lloyds Banking Group, Anglo American, NHS and Microsoft. Cloudbooking provides services to millions of users, across the world, in multiple languages and is empowering a new hybrid way of working in a post-COVID-19 world.

"The accelerated digital transformation of the workplace presents an incredible opportunity for Cloudbooking and our innovative range of customisable workspace management services," said Gerry Brennan, CEO, and founder of Cloudbooking. "We're excited to have Caple supporting us in our strategic global vision as we continue our rapid growth and push on with our product roadmap and expansion plans."

The Caple team worked alongside Partner firm MV Advisory to understand the Cloudbooking growth opportunity, their financing requirement and cashflow forecasts. The long-term nature of the funding means that Cloudbooking can focus on long-term growth plans.

"Gerry and the team at Cloudbooking have built a terrific business, meeting the needs of long-held client relationships. Through their pivotal role during the Covid-19 pandemic to bring the workforce back to the office, both in the UK and globally, Cloudbooking has demonstrated its continuous value to businesses, large and small. This debt finance facility will fund further growth, without the current shareholders having to give away a large equity stake or control of the business, which they have worked so hard to build. Cloudbooking will continue to go from strength to strength. I wish them every success and am very pleased to assist them on their journey."

Karen Greenwood, MV Advisory

"This is another great example of a strong, asset-light business being short of options from a funding perspective. The alternative may have been to dilute the current shareholders, which would have been difficult given all of the hard work to date to build such an exciting business. We look forward to watching Gerry and the Cloudbooking team grow and continue to add huge value to their clients at a very tough time."

Sean Brophy, Country Manager, Caple