

CAPLE

FUNDING  
GROWTH &  
OWNERSHIP



## Funding Announcement

### Caple supports the expanded growth and development of Jeff Commerce (JC), an international reference for e-commerce wholesale and distribution.

**Caple** has supported the growth and expansion of the business operations of JC (Capelle aan den IJssel, the Netherlands) with a €2.250.000 facility. The loan increases the working capital which was required because of the robust and accelerated growth in turnover of the business.

JC is a sophisticated data driven supply chain partner who unlocks, optimises and distributes thousands of brands to e-tailers and brands themselves including the leading tech players in the platform economy. The technological core of its platform is its proprietary Dynamic Optimized Marketplace Model. This advanced model allows JC to fulfill large batches of varied demand from the big platforms and optimise this for the connected client base. The resulting high quality of service has earned JC an excellent reputation as partner with the large e-tail platforms. This has also resulted in very significant top line growth.

*CEO Rishi Kartaram comments: "We are pleased with what the cooperation and the partnership between Caple – JC offers. This provides a solid foundation for our continued development, growth and service to our clients".*

In cooperation with our Partner, Florijnz Corporate Finance we arranged an 8 year unsecured loan of €2.250.000 for JC. The facility supports the working capital needs and has been tailored into the financing structure of the business. Als debt advisor Florijnz Corporate Finance helped optimise this financing structure and built the funding proposal including the financial model. As the company's advisor they were also closely involved in the closing process.

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*"Financing an internationally oriented trading business requires a bespoke solution in which all financing elements are blended seamlessly. We have been involved with the business and its owner since 2006. This first funding for JC together with Caple provides a perfect and tailored solution. The incumbent bank Rabo has indicated to also be very pleased with Caple's involvement. Even more important, however, is the fact that we have been able to support a succesful entrepreneur in making a significant step forwards in realising his ambition to become a market leader with his services in Europe, The Middle East and India."*

**Hans Minnaar, Managing Director, Florijnz Corporate Finance**

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*"This financing for JC is a good example of what we offer. In general, regular mainstream bank finance needs to be complemented for fast growing IT driven trading business in order for them to realise their growth ambitions. In these instances our proposition with BNP Paribas Asset Management combined with existing bank finance (Rabobank) offers significant added value."*

**Jan Marius Louwerse, Senior Credit Officer, Caple**