

M&A Business Case – Net Zero Now



DEAL TYPE M&A	COMPANY OVERVIEW Net Zero Now is a bespoke carbon reporting and climate action platform designed to help businesses measure, reduce and certify their carbon footprint. Through industry-specific pathways, Net Zero Now empowers organisations to take meaningful steps toward achieving net zero emissions. Backed by leading brands and growing rapidly, it aims to become the UK's default carbon reporting solution.	SDG ALIGNMENT Enabling businesses to measure, reduce and report carbon emissions.
SECTOR ClimateTech, SaaS, B2B		

M&A	KEY COMPANY HIGHLIGHTS
June 2024 Client Onboarded February 2025 Sale to Ecologi Earth Capital acted as the exclusive sell-side advisor to Net Zero Now, resulting in its successful acquisition by Ecologi, the UK's leading climate action platform. Earth Capital worked with the management team to find an appropriate buyer who could meet their strategic objectives. The acquisition of Net Zero Now by Ecologi will further enhance its capabilities, offering an integrated platform for accurate carbon footprint measurement, effective emissions reduction and certified climate contributions. This strategic collaboration streamlines sustainability initiatives while maximising environmental impact.	• Proven Growth: 100%+ Year on Year ARR growth and demonstrable commercial traction. • Scalable SaaS Model: Industry-specific carbon accounting platform with strong IP and certification tools, aimed at SMEs. • 30+ Strategic Partnerships: Including Coca-Cola, Heineken, L'Oréal, Sage and the Sustainable Restaurant Association. • Experienced Leadership: Founders and team bring 80+ years of combined sustainability and commercial expertise. • Innovate UK-Backed: Recipient of a Smart Grant to extend the platform into the construction industry. • Sector-Specific Tools: Customised protocols for hospitality, tech, salons, breweries, law firms and more. • High Client Retention: Strong pipeline with growing referrals and recurring revenue base.

Neil Ross Russell, CEO of Net Zero Now said: "Working with Earth Capital opened the door to a range of financial investors, but it was their introduction to Ecologi that truly changed the game for us. The opportunity went beyond capital — it brought strategic alignment, brand strength and scale. Thanks to Earth Capital's process and network, we were able to fast-forward our growth by joining forces with a complementary leader in the climate space."



Fundraising Business Case - Terrafend



DEAL TYPE Fundraise	COMPANY OVERVIEW Terrafend's unique and patented Ambimization® cleaning methodology provides a revolutionary clean technology to replace traditional methods which utilise toxic solvents and are not compatible with the move to sustainability and transition to a circular economy. Terrafend's technology uses proprietary water-based fluids that are non-toxic, noncarcinogenic, non-flammable, low in VOCs and work at room temperature.	SDG ALIGNMENT Using proprietary water-based fluids that are non-toxic, non-carcinogenic, non-flammable, low in VOCs
SECTOR CleanTech, Manufacturing		

DEAL HIGHLIGHTS Fundraise Target: £2m Company Stage: Revenue Generating £1.3m ARR Pre-Money Valuation: £15m Final Close: £4.2m EIS Eligible	KEY COMPANY HIGHLIGHTS AND REASONS TO INVEST • With Ambimization®, businesses can reduce their waste outputs by up to 94%, decrease VOCs by up to 99%, and eliminate solvents entirely. • Proven product proposition with target customers in the global coatings (paint, ink and resin) manufacturers and the automotive OEMs who collectively represent a £2.2B market opportunity for the technology. • Operating a 'land and expand' strategy with initial customers including JLR, Aston Martin, Fujifilm, Scott Bader, Sherwin Williams and Jotun, amongst others. • Scalable business model, generating long term, high margin, recurring revenue, whereby customers purchase machinery for an upfront fee and then commit to a subscription for the provision of proprietary cleaning fluids, providing the company with annual recurring revenue (ARR). • Experienced management team, including CEO Ben Reid, who has two tech company exits and an exceptional record of delivering successful business models for early-stage disruptive companies.
FUNDRAISE Secured strategic investment from One Planet Capital Climate Change EIS Fund, Family Office Hico Investments, BIF and Matzen Ventures, supported by Earth Capital, alongside individual angel investments.	

Ben Reid, CEO of Terrafend said: "We were really pleased to get a climate change-focused fund into this raise as it is a testament to our environmental credentials and the impact we are having in these industrial environments."

