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[CaroMel plans 2018 IPO for global expansion of agritech marketplace - MD](#)

Proprietary Intelligence

<p>Headline:</p>	<p>CaroMel plans 2018 IPO for global expansion of agritech marketplace - MD Proprietary Intelligence</p>
<p>Main body :</p>	<p>CaroMel, an Australian digital agritech marketplace, plans to list on the Australian Securities Exchange (ASX) in November 2018 to raise funds for rapid global expansion, said Managing Director and co-founder Greg McLardie.</p> <p>The Camberwell, Victoria-based company will need all the necessary advisors, including lead managers, and is happy to start taking pitches from interested parties in early 2018, McLardie said.</p> <p>Its corporate advisor is Queensland-based Funding Strategies, its legal advisor is Arnold Bloch Liebler, and it is in the process of hiring Grant Thornton as auditor, he added.</p> <p>CaroMel plans to raise some AUD 40m (USD 32m) by floating around a 40% stake through the initial public offering (IPO), aiming for an expected market capitalization of around AUD 100m. It is keen to attract a cornerstone investor that can help with offshore expansion, McLardie said, noting that this could include an investor or company with proven success in the digital space.</p> <p>Proceeds would be used to open offices in offshore markets. It will need to hire local legal advisors with knowledge of local government regulatory requirements in new markets, McLardie said.</p> <p>Referring to CaroMel as the “Airbnb or Uber of produce,” McLardie said that it currently connects Australian fishermen and farmers directly to high-end restaurants and end-consumers in China. It is working with Australian suppliers of Southern Rock Lobster and Abalone for now, but intends to expand to other products and other markets.</p> <p>It plans to open offices in markets that produce goods favoured by Chinese consumers, such as the US, Italy and France. It also plans to supply products to other markets, with Japan and Germany being markets of initial interest, McLardie explained.</p> <p>CaroMel has about 25 shareholders, including its founders, with McLardie holding the largest stake of some 43%.</p>

CaroMel has no known peers as it is a first mover in this space, offering direct relationships between suppliers and end-users, and cutting middleman supply chain costs by up to 50%, according to McLardie.

Started in 2013, the company projects revenue of AUD 50m with EBITDA of 5.9% for FY18. Profits will be derived from scale rather than high margins, McLardie noted.

by Louise Weihart in Sydney

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Target: CaroMel
Accountant: Grant Thornton
Financial advisor: Funding Strategies
Lawyer: Arnold Bloch Leibler

Source : Proprietary Intelligence

Size : 100m < (AUD)

Value : 100 m AUD (Expected market cap)

Stake Value : 40%

Grade : Confirmed

Alert : Australian M&A Intelligence

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