

SME Export Track 100 regional press release

Sunday 26 May 2019



32 COMPANIES IN LONDON WIN PLACES ON LEAGUE TABLE OF BRITAIN'S FASTEST-GROWING SME EXPORTERS

Published this weekend, the 5th annual **Sunday Times WorldFirst SME Export Track 100** league table ranks Britain's small and medium-sized private companies with the fastest-growing international sales.

The 32 companies headquartered in **London** (compared to 22 last year) include 25 new entrants to the league table. Their international sales have grown by an average of 88% a year over two years to a total of £312m, and together they employ 3,527 people.

The region's top-ranked company is online jewellery brand **Missoma**, which features for the first time at No. 2. Known for its layered necklaces and delicate earrings, its designs have been worn by celebrities including Australian actress Margot Robbie and American singer Vanessa Hudgens. Exports hit £5m in the year to March, thanks to strong growth in Europe, China, Australia and the US.

Another new entrant is **Joe & Seph's** whose flavoured popcorn is sold by high-profile retailers including Selfridges, Harrods and airlines such as Emirates and British Airways. Growth in Asia and the Middle East helped boost overseas sales to £1.7m in 2018.

The companies in London appear with well-known businesses from around Britain, including online fashion retailer **Missy Empire**, pizza oven retailer **Gozney Ovens**, and reusable nappy supplier **Bambino Mio**. The latest league table shows that despite the ongoing uncertainty surrounding Brexit, Europe continues to be the most important overseas market with more than four fifths of companies (85) selling there. However, they are looking further afield for future growth – 82 companies are targeting future expansion outside of Europe.

The SME Export Track 100 is sponsored by **WorldFirst**, **DHL Express** and **Heathrow Airport**, and is supported by the government's **Exporting is GREAT** campaign. It is compiled by **Fast Track**, the Oxford-based research and networking events firm.

Jonathan Quin, CEO and co-founder at WorldFirst, the title sponsor, commented:

"At WorldFirst we'd like to be the first to congratulate all the businesses that feature on this year's top 100. International markets present tremendous opportunities for UK businesses and the rewards of being a successful exporter are clear from the growth demonstrated by all the businesses here. That said, there are challenges and risks too and so we should also recognise the brave and committed leadership that has got them to this point."

Liam Fox, Secretary of State for International Trade, commented:

"SMEs are fundamental to achieving our target of increasing exports as a percentage of GDP to 35%, so it is vital we give them the recognition they deserve. The exporters listed in this year's SME Export Track 100 are pioneers whose example should be followed by ambitious businesses across the UK."

Private SMEs in London with the fastest-growing exports

Rank [2018 rank]	Company Activity	HQ location	Annual int'l sales growth over 2 yrs	Int'l sales £m	Total sales £m	Staff	Year end‡	Comment
2	Missoma Online jewellery brand	West London	326%	*5.0	*12.0	43	Mar 19	Its designs have been worn by Australian actress Margot Robbie and American singer Vanessa Hudgens
4	Mous Phone case designer	Central London	275%	*10.2	*12.2	33	Mar 19	Its four co-founders moved to China for five months to design and manufacture its products
5	Bizuma B2B e-commerce platform	Central London	229%	*24.2	*24.3	48	Mar 19	Overseas sales account for more than 95% of total revenues
16	Quail Digital Professional headset developer	Southwest London	125%	5.6	7.2	23	Dec 17	Its headsets are used in more than 500 radiology labs in the US, including in Mayo Clinics
18	Midstream Lighting Specialist lighting manufacturer	Southwest London	123%	*4.1	*5.0	10	Jan 19	Its floodlights are used at more than 65 international airports, including Dublin, El Dorado and Chisinau
21	Adzuna Job search website	West London	120%	*6.6	*13.1	60	Jun 18	Operates 16 websites for job seekers in countries including the US and Brazil
24 [13]	Dianomi Financial content marketing	Central London	114%	*10.5	*12.9	25	Dec 17	Works with eight of the top 10 global asset managers
27	Hutch Mobile games developer	Central London	107%	*10.4	*11.6	68	Sep 18	Has secured a worldwide partnership with Formula 1 to create racing games for iOS and Android
36	Joe & Seph's Popcorn manufacturer	Northwest London	86%	*1.7	*5.4	51	Oct 18	Its salted liquorice popcorn has proved a hit in Scandinavia
40 [27]	Croud Digital marketing agency	East London	80%	*6.1	*10.9	125	Mar 18	Has a network of 2,000 digital marketing experts delivering campaigns in 114 countries in 86 languages
42	Lead Forensics Lead generation technology	West London	77%	10.4	23.5	469	Dec 17	Generates almost three quarters of its overseas sales in the US, where it has two offices
43	Ennismore Hotel developer and operator	Central London	77%	6.7	20.7	165	Dec 17	Opened three Hoxton hotels in the US in the last year
48	Talking Tables Party accessories supplier	Southwest London	73%	4.7	14.5	64	Feb 18	Sells products including plates, cups and napkins via US retailers Walmart, Target and Party City
49	HMR Pharmaceutical tester	West London	67%	9.0	19.1	226	Jan 18	Says it has worked with the world's 15 largest pharmaceutical firms
51	The Natural Woodfloor Co Wood flooring manufacturer	Wandsworth	65%	3.9	11.6	17	Dec 17	Has a factory in Romania that operates a zero waste policy and uses only sustainable timber
52	disguise Live event technology provider	Central London	63%	*21.3	*23.2	70	Dec 18	Its products have toured the world with The Rolling Stones, Katy Perry and Lady Gaga
57	Amplify Marketing agency	Central London	58%	*10.9	*18.6	62	Dec 18	Its first international office in Sydney has helped to attract clients such as Google and Nike

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58	AMICULUM Medical communications agency	Richmond	57%	13.2	18.9	198	May 18	Has nine agencies located across Europe, the US, Asia and New Zealand
60	ES Global Event management services	East London	56%	*9.7	*12.1	35	Dec 18	Has secured £68m in contracts for a major upcoming sporting event in Tokyo
61	Fruitful Office Fruit delivery service	Croydon	56%	9.8	19.1	336	Dec 17	Thousands of offices across Europe receive its weekly fruit deliveries
62	BioPhorum Biopharmaceutical forum organiser	Central London	56%	*5.1	*5.2	50	Dec 17	It has signed up 24 of the world's 25 largest biopharmaceutical firms as clients
63 [91]	Neg Earth Lights Entertainment lighting provider	West London	55%	7.8	17.6	83	Mar 18	Artists such as Adele, Muse and Phil Collins have used its entertainment lighting services
64	Marlin Green IT recruitment consultancy	East London	55%	21.6	22.9	33	May 18	Opened a Dusseldorf office last year as part of its expansion plans in Germany
66	Brompton Technology Video technology provider	West London	55%	*6.3	*7.2	30	Aug 18	Its equipment has been used for the international tours of artists Drake and Ed Sheeran
68 [51]	Anthesis Group Sustainability consultancy	Central London	53%	8.7	13.8	201	Dec 17	Merged with Spanish sustainability agency Lavola in February
75 [73]	Hanson Wade Conference provider	Central London	48%	21.3	22.6	146	Dec 18	It has hosted conferences and events in 34 cities across six continents
80	Populus Group Research consultancy	Central London	46%	5.3	19.3	117	Mar 18	Has carried out research studies in 75 countries for clients including Greenpeace and Formula 1
85	AMT Coffee Coffee shop chain	Central London	44%	4.7	22.5	402	Dec 17	All of the cups and lids used in its Irish coffee shops are 100% compostable
88	Cobalt Recruitment Recruitment consultancy	Central London	43%	16.8	24.8	171	Dec 17	Its customers include Italian insurance giant Generali - the world's third largest insurance company
89 [50]	Nosy Crow Children's book publisher	Central London	43%	*9.9	*15.0	40	Dec 18	Publishes children's book and apps in 43 languages
92	Jackson's Art Supplies Art supplies retailer	North London	41%	*3.6	*11.2	101	Dec 18	Sells to 150 countries through its multilingual and multicurrency website
100 [66]	Rarewaves Music & electronics retailer	West London	36%	*17.1	*20.2	25	Aug 18	Its range of 500,000 products are sold through platforms such as Fnac in France

‡ Financial year end of latest available accounts

* Supplied by company

The national picture

This year's SME Export Track 100 achieved, on average, record-high international sales growth of 89% a year over two years to a total of £833m. Together they employ more than 8,900 staff, having added 3,000 jobs over the period.

The dominant region for company HQs is London (32 companies), followed by the southeast (22). There are 11 companies based in the Midlands and 8 in Yorkshire. Of the remainder, six are in the northwest, five each in the southwest and Scotland, three each in Wales, the northeast and the east of England, and two in Northern Ireland.

The full league table is published on 26 May as a 6-page supplement in the business section of **The Sunday Times**, both in print and in the digital edition, and on www.fasttrack.co.uk.

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PLEASE CREDIT IN FULL: "SUNDAY TIMES WORLDFIRST SME EXPORT TRACK 100"

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Notes for editors

Fast Track has published league tables of the UK's top-performing private companies with **The Sunday Times** for the past 22 years. The company was founded and is run by Dr Hamish Stevenson, who also holds an associate fellowship at Green Templeton College, Oxford University.

League table criteria

Companies have to be registered in the UK and be independent, unquoted and ultimate holding companies. International sales growth is measured by compound annual growth rate (CAGR) over the latest two financial years. Annualised international sales have to be greater than £150,000 in the base year, exceed 20% of total sales in the latest year, and show a rise from the previous year. Companies have to be making an operating profit in their latest year. Recruitment and payroll firms are required to achieve gross profits greater than £5m in their latest accounts.

Excluded companies include those with total sales of more than £25m (covered by our sister league table, International Track 200), pure property developers, financial trading companies and LLPs.

The research was carried out by Fast Track between January 2019 and May 2019. Most of the companies were interviewed by telephone or visited by the Fast Track research team. The research is based on the limited available data on international sales. Most small firms file abbreviated accounts, whilst others may not disclose geographical sales. For this reason, sales and international sales figures for many companies are not available. There may, therefore, be omissions.

About our sponsors

About WorldFirst

WorldFirst is delighted to sponsor The Sunday Times WorldFirst SME Export Track 100 for 2019.

At WorldFirst we know first-hand that an international business perspective can be very rewarding and it is our mission to support the ambitious businesses that share this outlook. Back in 2004 we were one of the first to see that international payments for SMEs were unnecessarily slow, complicated and expensive and set about developing a genuine alternative that businesses could trust.

15 years on, we're still combining award-winning customer service with best in-class technology and products to make it easier, faster and cheaper for exporters to send and manage their money around the world. Our latest product – The World Account – really is a product built for exporters, enabling them to collect, convert and make global payments all on one simple platform. It's why over 400,000 customers choose WorldFirst.

www.worldfirst.com @WorldFirstLtd

About DHL Express

DHL Express is a main sponsor for the third year.

DHL is the global market leader in the international express market, specialising in time and day critical shipment delivery to all corners of the world. It ensures your products are quickly and reliably delivered to your customers all over the world, providing tailored delivery options and returns. DHL also provides expert advice for UK businesses looking to expand into global markets and advises on everything from delivery options on your website to the intricacies of customs duties and taxes.

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About Heathrow Airport

Heathrow Airport is a main sponsor for the fourth year.

Heathrow, the UK's hub airport, is home to more than 80 airlines connecting to more than 210 destinations, and every year Heathrow welcomes 80 million passengers. These connections drive the UK economy by connecting British businesses to the world's established and emerging markets.

Heathrow is Britain's biggest port by value for global markets outside the EU and Switzerland, handling more than a third of the UK's exports.

www.heathrowexpansion.com @yourHeathrow

Exporting is GREAT

The government's Exporting is GREAT campaign is supporting SME Export Track 100 for the fourth year.

The Exporting is GREAT campaign aims to inspire and support UK companies to export overseas or export further. At the heart of the campaign are everyday businesses of all shapes and sizes from around the UK, that are proudly selling overseas and sharing their stories and experiences with other businesses to spark a national conversation about exporting. For information about starting your export journey, or growing further overseas, visit great.gov.uk where you can create a free business profile, access advice, guidance and events, apply for live export opportunities or see how you can sell online.

www.great.gov.uk #ExportingisGREAT