

# International Track 200 Wales press release

Thursday 18 February 2021



## FIVE COMPANIES IN WALES WIN PLACES ON SPECIAL COVID-19 EDITION OF LEAGUE TABLE OF FASTEST-GROWING INTERNATIONAL SALES STARS

Published this weekend, the 12<sup>th</sup> annual **Sunday Times HSBC International Track 200** league table ranks Britain's mid-market private companies with the fastest-growing international sales.

Five companies headquartered in **Wales** (compared to three last year) have won places on the league table, including **three new entrants**. These stars have grown their international sales by an average of 75% a year over the last two years to a total of £88m, all are profitable and together they employ more than 1,750 people. The figures largely relate to financial periods before Covid-19 struck.

Wales' top-ranked company is **Direct Healthcare Group** (No 4), which took five months' worth of orders in two weeks as lockdowns were imposed in spring last year. It designs and manufactures patient aids to reduce pressure ulcers and help people stay mobile. Exports grew an average of 218% per year over its last two years, to hit an annualised £27.6m in 2020, on total sales of £61.7m.

Cardiff is home to **Alcumus** – which features for the first time and has helped its clients manage emerging workplace Covid protocols during the pandemic. Its international sales grew 45% a year to £3.5m in 2019, on total sales of £49.3m.

The companies in Wales appear alongside well-known British brands based across the UK including **Sweaty Betty**, the women's activewear brand sold in 195 countries; **BrewDog**, which was valued at £1bn in 2017 and now has 100 bars worldwide; and **Brompton**, the bicycle manufacturer, which ships to 47 markets.

International Track 200 star alumni include **Skyscanner**, **Fever-Tree** and **Dr Martens** – which featured on the league table in 2013 with exports of £100m, and floated last month valued at £3.7bn.

The league table programme is sponsored by **HSBC** and **DHL Express**, and compiled by **Fast Track**, the Oxford-based research and networking events firm.

**Amanda Murphy**, Head of Commercial Banking, HSBC UK, commented:

*"After a challenging start to 2021, all eyes are on the companies that will drive a return to growth in 2021. We are confident that the innovation and entrepreneurial spirit of businesses such as those in Wales listed on International Track 200 will carry them forward. These companies show the strength, ambition and resilience of businesses across the UK and are the sort of businesses we are proud to support every day"*

### Private companies in Wales with the fastest-growing international sales – ordered by rank

Rank [2020 rank]	Company	HQ location	Average annual int'l sales growth over 2 yrs	Int'l sales (£m)	Total sales (£m)	Staff	Year end	Comment
4	<b>Direct Healthcare Group</b> <i>Medical device supplier</i>	Caerphilly	218%	*†27.6	*†61.7	300	Dec 20	Took five months' worth of orders in two weeks as lockdowns set in last year

Rank [2020 rank]	Company	HQ location	Average annual int'l sales growth over 2 yrs	Int'l sales (£m)	Total sales (£m)	Staff	Year end	Comment
84	<b>CCS McLays</b> <i>Retail supplies provider</i>	Cardiff	46%	*6.3	*47.7	96	Mar 20	Supplies bespoke packaging and retail consumables to Dutch lingerie brand Hunkemöller
86	<b>Alcumus</b> <i>Regulatory compliance management</i>	Cardiff	45%	3.5	49.3	527	Dec 19	Helps clients comply with emerging workplace Covid regulations
94 [144]	<b>Money Penny</b> <i>Outsourced communications provider</i>	Wrexham	42%	†3.4	†36.1	722	Dec 19	Handles over 20m calls and web chats a year on behalf of 21,000 clients in the UK and America
173	<b>iPulse</b> <i>Hair removal technology</i>	Swansea	23%	46.8	48.4	104	Dec 19	Exports to more than 30 countries accounted for 98% of turnover in 2019

\*Supplied by company

† Annualised

## The national picture

The average international sales growth for the 200 companies was 55% a year, to a total of £8.7bn on combined total sales of £19.2bn. Together they employ 107,000 staff, having added 32,000 employees to their workforce over the period, some as a result of acquisitions.

London is the most popular location for company headquarters with 62, followed by the southeast (39). There are 27 companies in the Midlands and 21 in the northwest. Of the remainder, 20 are based in the northeast of England (including Yorkshire), 10 in Scotland, seven in the east, seven in the southwest, five in Wales and two in Northern Ireland.

The full league table is published as an eight-page supplement with the business section of The Sunday Times on 21 February, both in print and in the tablet edition, and on [www.fasttrack.co.uk](http://www.fasttrack.co.uk).

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PLEASE CREDIT IN FULL: "SUNDAY TIMES HSBC INTERNATIONAL TRACK 200"

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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 24 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 had to be registered in the UK and be independent, unquoted and ultimate holding companies. They are ranked according to the compound annual growth rate (CAGR) of their international sales over their latest two financial years.

Total sales had to be between £25m and £1bn, and international sales at least £1m in the latest financial year.

The research was carried out by Fast Track principally between August and December 2020. Data on international sales can be limited. Companies filing abridged accounts are not required to disclose any geographical breakdown of sales, while firms that file full accounts can choose to not disclose a geographical breakdown of sales if it is prejudicial to their interests.

See website for full qualification criteria: [www.fasttrack.co.uk](http://www.fasttrack.co.uk)

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