



Pemba
Capital Partners



Idealpos

Pemba Capital Partners – a leading investor in the Australian and New Zealand technology sector, has partnered with Idealpos, one of Australia’s leading retail and hospitality POS providers.

BASE CAMP

Point of Sale Systems

Pemba/Bepoz partners with Idealpos

Pemba partner company Bepoz, Australia's leading supplier and developer of hospitality Point of Sale (POS) systems was looking to expand its product and service range and diversify their geographic presence and distribution capabilities. With the help of Pemba's team, Bepoz was able to find, finance and integrate Idealpos into its offering.

THE DEAL

As a well-established, market leading provider of solutions for the fast-growing hospitality sector, Bepoz was looking to further expand its customer value proposition and grow regionally. Bepoz will leverage Idealpos' dominant reseller channel to drive ancillary products into global POS markets. Idealpos has a complimentary product and service offering and a culturally aligned team. Idealpos better services smaller venues and, given fragmentation in US and UK markets, can leverage Bepoz's global operations to drive growth.

ABOUT IDEALPOS

Founded by David Beeley, Idealpos assists retail and hospitality businesses to grow through innovative and integrated technology solutions. CEO and Director Mark Beeley is responsible for overseeing all day-to-day activities of the company. Over its history and with over 10,000 customers currently on their platform, the business has continued to innovate through continued investment to deepen the ecosystem of integrations, partnerships and applications for their customers. They have grown to become an end-to-end POS supplier.

BACKGROUND TO PEMBA'S INVESTMENT

During Pemba's discussions with the Bepoz management team in 2019, Idealpos was identified as a highly attractive partner. Pemba and Bepoz management developed a close relationship with Mark, David and the management team and explored what a partnership with Pemba and Bepoz meant for their company, employees and personally. The team presented an offer to Idealpos in August 2020.

THE VENDOR'S PERSPECTIVE

“Partnering with Pemba enabled us to join the Bepoz Group, a like-minded and highly regarded POS supplier. Sharing the same vision, we can continue to develop quality, robust technologies and believe Pemba have the experience and local knowledge to help us become market leaders.”

MARK BEELEY – CEO, IDEALPOS

THE FUTURE

The Pemba team will continue to work at a Board level to support the Bepoz and Idealpos management teams in growing the group organically and through carefully selected acquisitions.

PEMBA & BUSINESS SERVICES

Pemba is looking to invest in further high-quality business service providers. If you are considering outside investment and would like to find out more about how Pemba Capital partners with its investee companies to achieve significant growth, please email opportunities@pemba.com.au