



Pemba
Capital Partners



BASE CAMP

Deliverit

Pemba Capital Partners – a prominent investor in the Australian and New Zealand technology sector has partnered with Deliverit, the leading-provider of specialised point-of-sale and online ordering solutions for pizza and quick service restaurants (QSR).

Specialised Point-of-Sale & Online Ordering Solutions

Pemba/Bepoz partners with Deliverit

Bepoz, Australia's leading developer and supplier of hospitality point-of-sale (POS) systems and Pemba partner company, was seeking to further expand its product and services range and broaden geographic presence. With the help of Pemba's team, Bepoz was able to identify, finance and integrate Deliverit into its comprehensive offering.

THE DEAL

As a focussed provider of hospitality POS solutions, Bepoz was seeking to expand its customer value proposition via the addition of a niche solution to promote cross-selling and diversify regionally. Bepoz will leverage Deliverit's complimentary service offering, particularly, online ordering to capitalise on the high-growth online and delivery markets driven by an accelerated shift in consumer preferences.

With Bepoz maintaining beachheads in the UK and US, it is well positioned to drive the global expansion of the online ordering offering, given the number of QSR venues located across these markets. The partnership, which is reinforced by the cultural alignment of both teams, further bolsters Bepoz's market leading position as the largest POS supplier by number of venues serviced. The combination of Bepoz, IdealPOS and DeliveriT creates a national champion in the point-of-sale and online ordering arena.

ABOUT DELIVERIT

Having personally experienced the frustrations of owning and operating QSR venues, Bryce Beagley and Alex Sinclair established Deliverit to address a fundamental gap in the hospitality POS market. Deliverit is a leading provider of end-to-end POS and online ordering solutions with purpose-built functionality required by its target market. With a focus on delivering a scalable solution that meets the rapidly evolving needs of the QSR industry, the business has continued to invest in its ecosystem of integrations and applications for its customers.

Deliverit is led by a highly skilled management team with significant industry experience and an in depth understanding of its target customer, which is reflected by its demonstrable track record and strong growth trajectory.

BACKGROUND TO PEMBA'S INVESTMENT

During Pemba's discussions with the Bepoz management team in 2021, Deliverit was identified as a highly attractive potential partner for Bepoz. Both Pemba and Bepoz Management built a close relationship with the founders and the broader Deliverit management team. After establishing both strategic fit and cultural alignment, discussions turned to setting the vision for the group and exploring what a partnership with Pemba and Bepoz meant for the business.

THE VENDOR'S PERSPECTIVE

“We are delighted to have partnered with Pemba, Bepoz and IdealPOS, enabling us to further strengthen our product and service offering. We feel very culturally aligned and are excited by the next stage of growth for the combined group.”

LUKE PAYNE - GENERAL MANAGER, DELIVERIT

THE FUTURE

Pemba will continue to support the Bepoz and Deliverit management teams at a board level and is focused on growing the group organically and selective partnerships that align with the growth strategy.

PEMBA AND BUSINESS SERVICES

Pemba is looking to partner with further high-quality technology companies. If you are considering external investment and would like to learn more about how Pemba Capital Partners together with its partner companies achieve significant growth, please email opportunities@pemba.com.au