



Pemba
Capital Partners



Rennie

Pemba Capital Partners, an investor in high-growth, founder-led businesses has partnered with Rennie Advisory, a multi-disciplinary national advisory firm focussed on the global transition to net zero.

BASE CAMP

Professional Services

Rennie Advisory

Rennie Advisory (Rennie) were looking for a growth partner that could see the opportunity to create a new way of advising clients, shared their values and had prior experience in the professional services sector.

THE PARTNERSHIP

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ABOUT RENNIE

Founded in 2021, Rennie has rapidly grown to 40 staff with offices in Brisbane, Perth, Sydney and Melbourne. The firm has developed a strong reputation among its growing client base for insightful, high touchpoint advice across its service lines of: strategy, capital advisory, policy & reform, ESG & sustainability, and business advisory.

Rennie works in sectors including Government, energy, mining agriculture, construction, and manufacturing. The firm also provides transactional advice to funds, family offices and corporate clients around the country.

BACKGROUND TO THE PARTNERSHIP

Pemba has been tracking the net zero transition thematic for several years. Pemba identified Rennie as a unique investment and partnership opportunity on the basis of the firm's strong client relationships, multi-disciplinary offering and sector expertise, along with the potential for the business to scale quickly through organic and inorganic growth.

Pemba was impressed with Simone and Matt Rennie's deep sector expertise and their transparent commitment to creating a new model in professional services. Their combined experience

provides a unique background for advising public and private clients on strategy and execution around the net zero transition.

The market opportunity for Rennie is significant. Industry and Government commitments to net zero, legislative change (such as the Climate Change Bill (2022)) and stakeholder pressure are creating an environment where business is seeking advice on how best to position over the next 15 years. These businesses will see changes that will alter customer demand, see new market designs and change the way that financial markets price and finance risk.

THE VENDORS' PERSPECTIVE

“We partnered with Pemba for three key reasons. Firstly, they showed a depth of understanding around the nuance and demands of professional and client service. Secondly, they worked with us to understand and validate our vision and strategy to create a new platform in the Australian advisory landscape. Thirdly, their values of partnership and teamwork mirrored our values of authenticity, resilience, teamwork and excellence, which made the discussions real, transparent and ultimately laid the groundwork for what will now come.”

SIMONE RENNIE

THE FUTURE

Pemba will work closely with the Rennie team as they continue their organic expansion across Australia and as they broaden and deepen their team to meet the market. The partnership will also work collaboratively to identify potential acquisition opportunities to enhance service lines and geographic coverage.

Pemba and Rennie are aligned in the continued need to enhance the employee value proposition through incentivisation and create long-term rewarding opportunities and meaningful work for staff.

ABOUT PEMBA

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

PEMBA CAPITAL HAS EXPERTISE IN THE FOLLOWING SECTORS.

Business Services / Healthcare / Education & Training / Non-Bank Financial Services / Technology.