



Pemba
Capital Partners



ctrl:cyber

Pemba Capital Partners, an investor in high-growth, founder-led businesses has partnered with ctrl:cyber, a high-growth, subscription-focused cybersecurity firm.

BASE CAMP

Specialist IT Services

ctrl:cyber, an early-adopter of subscription cybersecurity services, has partnered with Pemba Capital Partners to capture the growing demand for tailored cybersecurity services.

THE PARTNERSHIP

Pemba Capital Partners (Pemba), an investor in high-growth, founder-led businesses has partnered with ctrl:cyber (Ctrl), a specialist cybersecurity firm.

ORIGIN OF CTRL:CYBER

Founded in 2017, Ctrl was built with a clear mission in mind: to bridge the gap between business operations and cybersecurity. This guiding principle remains at the core of Ctrl today, ensuring complex technical concepts are distilled into clear, actionable insights.

Under founder & CEO Steve Williams, Ctrl has grown into a team of 50+ specialists, providing business-first cybersecurity solutions. Through its Risk Operations Centre subscription service, Ctrl now supports a portfolio of over 300 clients, including industry leaders such as Toll, Charter Hall and NIB.

From its early days, Ctrl adopted the approach to onboard individuals with an entrepreneurial mindset to help drive board level business outcomes and harbour a culture that gives the cybersecurity talent of tomorrow a chance.

BACKGROUND TO THE PARTNERSHIP

Pemba is an early investor in the cybersecurity sector, merging Shelde and Revolution IT to become Ampion in 2019. Pemba ultimately exited Ampion to Wipro, a multi-national IT company, delivering a successful return over a sub 3-year hold period.

Pemba first connected with Ctrl in 2018, closely monitoring its journey and building a relationship through its direct origination model. Over time, Pemba embraced Ctrl's vision to redefine the market with a unique focus on high-value subscription services, standing apart from traditional competitors reliant on time-and-materials engagements and licensing-based revenues.

THE VENDORS' PERSPECTIVE

“The partnership between Ctrl and Pemba has been nearly a decade in the making. We first met Pemba seven years ago, and from the very beginning, their founder-led approach resonated with our own values. It's rare to find a partner that not only understands your vision but has the patience and trust to wait for the right moment to join forces. I look forward to Ctrl realising its full potential as ANZ's number one cybersecurity provider with Pemba's backing.”

STEVE WILLIAMS - CEO & FOUNDER, CTRL:CYBER

THE FUTURE

Combining Pemba's previous success within cyber and Ctrl's expertise crafted over a decade long period, we will not only accelerate growth via a targeted acquisition strategy but enhance organic growth through compounding an already successful strategy. With like-minded ELT teams, we will take top-spot in the market.

ABOUT PEMBA

Pemba is actively looking to partner with other high-quality opportunities in specialist IT services. If you are considering external investment and would like to learn more about a Pemba partnership. Please email opportunities@pemba.com.au.

PEMBA HAS EXPERTISE IN THE FOLLOWING SECTORS

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