



**Pemba**  
Capital Partners



## **Locatrix**

Pemba Capital Partners, a leading investor in high-growth technology companies, has partnered with Locatrix, a leading provider of fire safety, compliance, emergency preparedness and indoor mapping software for the public safety sector.

**BASE CAMP**

Risk & Compliance – Fire Safety & Emergency Management

# Locatrix

Locatrix was looking to partner with an experienced investor to optimise go-to-market, improve sales excellence, support technology improvements and drive a buy-and-build acquisition strategy. Pemba was chosen as the preferred partner due to its extensive experience in technology and its track record in supporting the organic and inorganic growth strategies for Australian businesses through its dedicated Accelerate capability.

## THE PARTNERSHIP

Pemba Capital Partners (Pemba), a leading investor in companies with attractive, sustainable growth dynamics within defensive sectors, partnered with Locatrix, a market-leading provider of mission-critical fire safety, compliance, emergency preparedness and indoor mapping software for the public safety sector.

## ABOUT LOCATRIX

Locatrix delivers mission-critical software which facilitates role & site-specific safety compliance training, increases accuracy of drafting and publishing of evacuation signs, improves safety preparedness of enterprise and emergency services (police, counterterrorism, fire and ambulance), and provides a global real-time system of record for indoor spatial data. The business provides additional offerings across wayfinding, asset tracking, accessible routing and improved customer experience, providing geospatially accurate critical building information for public safety professionals.

## BACKGROUND TO PEMBA'S PARTNERSHIP

The Pemba Originate team first engaged Locatrix in 2018, who at the time were early in their growth journey. Pemba kept in touch over the next six years as the business grew, before reconnecting in 2024 once Locatrix was seeking an experienced investor with the capabilities and expertise to accelerate the business' organic and inorganic growth strategy. The Pemba team's alignment with the vision of the management team and track record of growing vertical software companies into market leading businesses made them a natural fit to support Locatrix's next phase of growth.

## THE VENDOR'S PERSPECTIVE

“At Locatrix, our mission is to keep people safe using our kick-ass technology and we are proud that our platform helps to save lives. In the partnership with Pemba, we have been impressed with the thorough approach to the deal process and the brilliant people that are now part of our team. We have a strong values alignment with Pemba and can see that the relationship will empower us to leverage their extensive expertise and resources to accelerate our growth and achieve our potential. Together, we are poised to continue to transform the fire industry and set new standards in emergency preparedness, compliance and indoor mapping.”

JOHN HUMMELSTAD AND SCOTT JACKSON  
– FOUNDER AND CEO, LOCATRIX

## THE FUTURE

Pemba will work with the management team to accelerate organic and inorganic growth, with a key focus on sales excellence, go-to-market strategy, recurring revenue growth, ongoing technology improvements and a buy-and-build acquisition strategy to support Locatrix's evolution into the market leading provider of geospatially accurate critical indoor building infrastructure for public safety professionals in Australia with a growing global presence.

## PEMBA & TECHNOLOGY

Pemba is a leading investor in the Australian and New Zealand technology sector, with investments in ReadyTech (education, workforce, government and justice software), Droppoint (logistics software and supply chain solutions) Aurizn (defence technology and AI), Oolio (POS, payments and self-ordering solutions), RxPx (life sciences technology) and Ampion (cyber security and software testing) amongst others.

Pemba is looking to invest in further high-quality technology and SaaS providers. If you are considering outside investment and would like to find out more about how Pemba partners with its investee companies to achieve significant growth, please email [opportunities@pemba.com.au](mailto:opportunities@pemba.com.au).

## PEMBA CAPITAL HAS EXPERTISE IN THE FOLLOWING SECTORS:

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



[More about Locatrix](#)