



Pemba
Capital Partners



3DSafety

Pemba Capital Partners, a leading Australian investor in high-growth technology companies, has partnered with 3DSafety, a leading provider of integrated workplace health and safety (WHS) software and hardware solutions for major infrastructure projects.

BASE CAMP

Infrastructure Technology – Safety & Compliance

3DSafety

3DSafety is a leading provider of integrated workplace health and safety (WHS) software and hardware solutions for major infrastructure projects. Its proprietary platform delivers digitised WHS compliance and risk management across three core pillars: people, plant and process, including secure site access, worker onboarding and real-time visibility across projects. The business provides mission-critical functionality that helps customers protect workforces, enhance regulatory compliance and digitise manual tasks in highly regulated industries.

THE PARTNERSHIP

3DSafety was looking to partner with an experienced investor to support its next phase of growth, with a focus on scaling its go-to-market capabilities, expanding into adjacent sectors and geographies, and continuing to invest in its platform. Pemba was chosen as the preferred partner given its deep experience in technology and strong track record of supporting founder-led software businesses to scale.

ABOUT 3DSAFETY

3DSafety delivers a proprietary, integrated technology platform spanning people, plant and process, enabling digitised WHS compliance, secure site access, offsite worker onboarding and real-time project visibility. 3DSafety leverages hybrid software and hardware solutions to provide an end-to-end system of record for safety and compliance, driving material efficiency gains, improving productivity and reducing regulatory risk for its loyal customer base.

BACKGROUND TO PEMBA'S PARTNERSHIP

Pemba first engaged with 3DSafety in 2022 and developed a strong relationship with co-founders, Simon Morrow and Tony Conacher. The business demonstrated consistent growth, strong customer retention and a differentiated, unified platform. Pemba was selected as the preferred partner for 3DSafety in an off-market, proprietary transaction given its alignment with 3DSafety's vision and its track record of growing software businesses.

THE VENDOR'S PERSPECTIVE

“3DSafety began twenty years ago with a simple idea: help small businesses demonstrate compliance and improve safety in high-risk environments. That idea has since become a critical element in delivering Australia's largest infrastructure projects, where hundreds of businesses collaborate at scale. Strong industry relationships have been central to our growth, but to create a genuine step change we needed a strategic partner who could accelerate product innovation and build sustainable scale. Pemba's people and culture stood out immediately, the philosophical alignment we share has us genuinely excited about what we'll build together.”

SIMON MORROW – CEO & CO-FOUNDER, 3DSAFETY

THE FUTURE

Pemba will work with the 3DSafety team to accelerate organic growth, with a key focus on go-to-market strategy, sales excellence and continued investment in customer success and product innovation to support 3DSafety's evolution into a leading provider of safety technology for highly regulated Australian industries with a growing global presence.

PEMBA & TECHNOLOGY

Pemba is a leading investor in the Australian and New Zealand technology sector, with investments including: Satori (financial monitoring software), Locatrix (fire safety and emergency preparedness software), Aurizn (defence technology and AI), Healthcare Logic (hospital technology), SKUTOPIA (robotic order fulfilment), Oolio (POS, payments and self-ordering solutions) and Droppoint (logistics software and supply chain solutions) 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.

PEMBA CAPITAL HAS EXPERTISE IN THE FOLLOWING SECTORS:

Technology / Business Services / Healthcare / Financial Services / Education & Training



More about 3DSafety