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AIM 30th anniversary

Leaders from AIM-quoted companies reflect on their growth journeys on the market

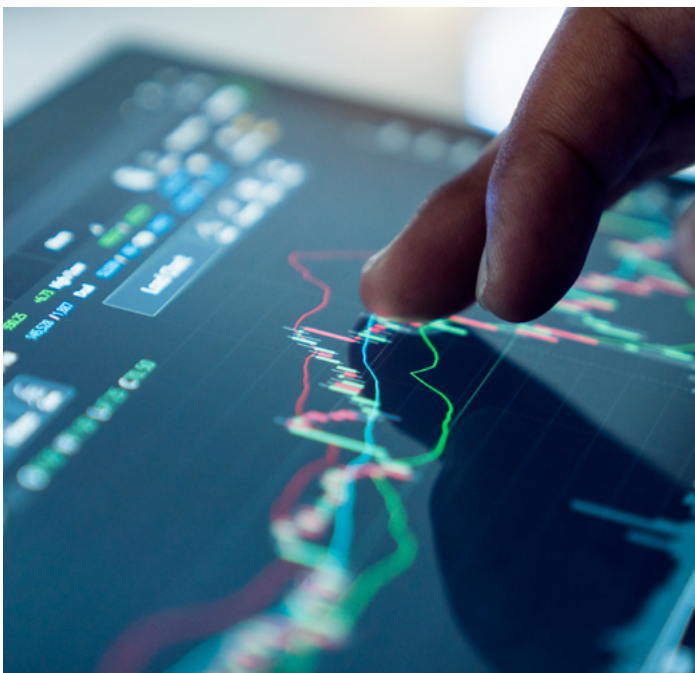
ActiveOps plc

Richard Jeffery CEO and co-founder

Coming onto AIM in 2021 was a milestone in the 20 year history of ActiveOps. It provided the mechanism by which we were able to realise capital for our individual and EIS shareholders and the platform for the management team to **develop and deliver our strategy for growth**. When we considered the alternatives, including private equity, we found AIM provided a significantly more appropriate solution, due to the equality provided to all shareholders, the ownership of strategy and business delivery residing with the Board, and lower overall costs. This combination of factors made AIM the right mechanism for ActiveOps in 2021 and it continues to be so today.

AIM “provided the mechanism by which we were able to realise capital for our [...] shareholders”

Although recent market condition have limited appetite for equity raises in support of M&A activity, we see our **growing track record of delivery** making this a **valuable mechanism** in the future. Our PLC status also provides important assurance to our global customer base of **our financial security and strength**, and is an increasingly appealing component of incentives supporting recruitment as we grow.



Cake Box plc

Sukh Chamdal CEO

I'm proud of how far Cake Box has come, from our first store in 2008 to becoming the UK's largest retailer of fresh cream celebration cakes. Since joining AIM in 2018, Cake Box has **gone from strength to strength**, expanding our footprint across the UK to more than 250 stores.

As a founder-led business, we've seen how AIM helps back UK entrepreneurs. It's given us a **great platform to share our story with a wider audience** and invest in the areas that matter most to our customers.

We're excited about the future, growing our store estate, building our digital presence, and creating more ways for customers to enjoy our cakes. With the continued support of AIM, we're confident we can achieve these goals and keep building on our success.

“There's no doubt that for a number sectors, PLC status actually gives a company kudos and I think it's a very innovative marketplace. It's not burdened by over-regulation and I think that it provides a very galvanising environment for entrepreneurs.”

Lisa Gordon Chair, Cavendish

Cerillion plc

Louis Hall CEO

We're delighted to participate in the celebration of AIM's 30th Anniversary. Joining AIM in 2016 was an important milestone for Cerillion. It **significantly boosted the Company's market profile** and enhanced our status as a successful challenger brand.

Our AIM listing has firmly supported Cerillion's growth to date, with our market capitalisation up more than 20x since IPO, from £22m to over £500m today. Our **long-term growth potential** remains as exciting as ever.

Cora plc

Bert Monro CEO

We are delighted to have an **established and highly supportive investor base** and we are confident that AIM will continue to provide a strong platform to underpin Cora's continued growth and **enable us to deliver value** to our stakeholders.

Craneware plc

Keith Neilson CEO and co-founder

AIM and the support of our investors have been **fundamental to the success we have achieved** over our 17 years on the market. When we joined the market in 2007, we did so with just \$15m of revenue. Today we have annualised turnover of over \$200m, a team of over 800 spread across the US and UK, and a customer base that includes 40% of all US hospitals. The funds we have raised during our time have supported us at crucial points in that trajectory.

We hope that with the right governmental and institutional support, AIM can continue to be a market on which both **entrepreneurial businesses and industry leaders can flourish**, forming the backbone of the much-needed growth the UK economy needs to be successful.

FeverTree plc

Tim Warrillow CEO

The AIM market has been a great fit for Fever-Tree – it gave us the **flexibility to grow quickly** and the visibility to attract long-term investors who believe in the brand as well as raising our profile with retailers, distributors, and consumers. It's supported our **expansion in the UK and helped fuel our international growth**. Being on AIM has allowed us to stay entrepreneurial while building real scale.

Firering Strategic Minerals plc

Yuval Cohen CEO

AIM has played a pivotal role in Firering's evolution from an Africa-focused junior critical minerals explorer into a company with an expanding footprint in the fast-growing quicklime market. Since our admission in 2021, AIM has **provided access to growth capital** and the operational flexibility required to pursue strategic opportunities and accelerate our development agenda. This backing has been instrumental in laying the foundations for long-term value creation as we ramp up production over the coming months and position the business to become one of the largest quicklime producers in Zambia. We are proud to be part of **a market that champions entrepreneurial, growth-focused businesses**, and we look forward to building on the momentum we've established.

Fonix plc

Rob Weisz CEO

Joining AIM was a pivotal moment for Fonix, providing the platform to accelerate our growth, **elevate our profile, and build investor confidence**. Since then, we've continued to scale – launching innovative products, expanding into Europe, and deepening partnerships with major brands and broadcasters. AIM has **supported our ambitions every step of the way**, and as we look to the future, it remains a solid foundation for our continued success.



Greatland plc

Shaun Day Managing Director

Since listing on AIM in 2006, Greatland has transformed from a junior explorer to a significant producer of gold and copper, with full ownership of both the generational Havieron asset and the nearby Telfer gold mine, both located in Western Australia. AIM has been integral, **providing us with the support and ability to raise capital** needed to advance our exploration and development activities.

We are proud of the strong investor support we have enjoyed on AIM, with many shareholders providing unwavering support over the years and **sharing in our growth journey**. Our acquisition of the remaining interest in Havieron, alongside Telfer, was a landmark moment for Greatland, facilitated in no small part by AIM, with it being the largest capital raise by a mining company on the London market since 2017.

Looking ahead, we are excited about the **organic growth trajectory** for Greatland, with AIM continuing to play a key role in delivering our growth strategy and creating long-term value for our shareholders.

“The Liontrust UK Smaller Companies Fund has been around for 27 years and we are very proud to have invested in many fantastic AIM companies during that time period. Smaller companies in the UK are the lifeblood of the British economy and we really proud to play our role in that.”

Natalie Bell

Fund Manager, Liontrust Asset Management

MHA plc

Rakesh Shaunak Managing Partner & Group Chairman

We have ambitious plans for the growth of our business. We decided that **listing on AIM was the ideal choice**, demonstrating our faith in UK plc, the market and giving us access to like minded investors.

Our plans are to continue to grow organically and inorganically. Access to capital through AIM gives us the **opportunity to continue to redefine our business by embracing technology and AI** and to make strategic acquisitions.

Ido Erlichman CEO, Outpost 24, former CEO, Kape

AIM played a key role in Kape's rise from **niche player to global cybersecurity leader**. Its flexibility, growth-focused investors, and access to capital helped us scale fast through organic growth and acquisitions. Based on that experience, I'd strongly consider AIM for future IPOs.

The Property Franchise Group plc

Gareth Samples CEO

Since joining AIM in 2013 with a market cap of £28m, The Property Franchise Group has **consistently delivered steady growth**, entering the AIM 100 in 2024 and reaching a market cap of c£350m. AIM has been an important part of our growth journey, **providing access to a quality investor base and capital** to support our ambitions. Our focus is on continued growth. I'm excited for the future as the business continues to scale, delivering greater value to franchisees and investors.



Talk to us about AIM



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