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INTERNATIONAL TRACK 200



Look, PM this is how you do a trade deal

With Brexit uncertainty clearing, UK firms are using creative thinking and digital know-how to ramp up overseas sales, writes John Elliott

> fever pitch in Westminster, as the government hunts a post-Brexit deal with the European Union and other trading partners. Meanwhile, Britain's leading exporters are showing an impressive ability to increase their international sales amid political

and economic uncertainty.

The mid-market private companies in the 11th annual Sunday Times HSBC International Track 200 have on average achieved a 64% annual rise in international sales over the past two years. The average growth rate hasn't been below 58% since the 2016 Brexit referendum, though it hovered around 50% in the three years running up to it.

Some of this growth can be attributed to the weak pound, which makes British goods and services a bargain for overseas customers. But it also reflects the strong reputation our private companies enjoy around the world – and their determina-

tion to find new global markets. Manchester's Arlington II

alk of international trade is at target for overseas expansion – as Jane Galvin of HSBC explores on page 3.

Expertise in digital marketing, coupled with creative ability, is helping to drive international sales for British online retailers. The Newcastle upon Tynebased END (No 177), which sells designer menswear, hit exports of £80.9m in 2019, up from £45.8m in 2017. The company with the biggest overseas sales on the table is the Hut Group (No 146), an online beauty and health retailer, with international sales of £608m in 2018.

Many companies are investing in technology to give them an edge in global markets. Oxford Economics (No 59), an economic research consultancy, has splashed out on improving the technology behind its forecasting models. Its international sales grew by 65% a year to £18.8m in 2018. Firms are also investing in software that helps manage growth in multiple territories, as Nicky Tozer of Oracle NetSuite sets out on page 6.

Vegware (No 37), which makes cutlery and coffee cups from plant-based materials, is among the league table companies showing leadership in sustainability, alongside Smith Anderson (No 71), which makes paper bags for burger restaurants. The proportion of businesses increasing sales through sustainability is likely to rise rapidly, as Ian Wilson of DHL Express discusses on page 4. The most strongly represented sector on the league table is services companies, such as Checkout.com (No 39), a payments provider valued at £1.6bn last May. The sector also includes Element (No 54), which uses its 188 laboratories worldwide to test materials used in aerospace, transport and energy. It recorded the biggest absolute increase in international sales over the past two years, up £321m to £501m in 2018, after making acquisitions in America and Germany. More than 50% of the companies are majority-owned by entrepreneurs or founders, and 23% are majority-owned by private equity firms. The companies directly employ 124,000 people. At the start of 2017, 26% of companies told our researchers that the prospect of Brexit had made a negative impact on their business - this had risen to 41% by December last year. International Track 200 companies will be hoping the government's trade negotiations can reverse that trend.



Led by chief executive Fred Stratford, travel agency Reed & Mackay helps professionals complete 2m business trips a year. International sales hit £16.4m in 2019

1 Reed & Mackay 412.15%

Corporate travel agency When the "Beast from the East" brought heavy snow and disruption across Europe in February 2018, Reed & Mackay worked around the clock. The corporate travel specialist shared 4,000 targeted alerts a day on its mobile app and its consultants made more than 3,000 calls to customers, reorganising trips because thousands of flights were ounded. Reed & Mackay helps companies arrange travel for their employees via its online booking portal, mobile app and 750 travel experts. Its platforms - driven by technology developed in-house offer price comparisons on flights and hotels, real-time travel alerts, and even

location when travelling to volatile destinations, so employers can monitor their safety. It employs 1,000 staff, who work with

the option for travellers to share their

it alongside prices at the time of booking so clients can choose the greenest options. Other services include logistical planning, trip budget management, travel consulting, event management and passport and visa applications. Demand from multinational clients has seen the London-based firm, led by chief executive Fred Stratford, 56, expand rapidly since 2015, launching offices in financial hubs such as Dubai, Frankfurt, New York and Singapore. With backing from Inflexion, the private equity firm, which invested in the company in a 2016 deal valuing it at more than £150m, it has also grown via acquisitions of travel groups in America, Australia, France and Germany, and launched a joint venture in Holland.

Helped by such acquisitions, its client base has broadened to include customers in the retail, media and manufacturing sectors. With the worldwide corporate travel indus estimated to be worth \$1.4 trillion, there is plenty of scope for further growth. With its tech-driven approach and global footprint, Reed & Mackay has shown its capacity to adapt to an ever-evolving business landscape. The firm was founded in 1962 by father-and-son team Bob and David Boardman as a travel agency within a London insurance firm. The founding family is still involved in the business, with Bob's other son Richard, 53, a former chief executive, sitting on the board of directors.

Group (No 19), which makes parts for car companies, and World of Books (No 131), a West Sussex seller of used books, are among the companies expanding in America. More league table companies (59%) see it as a key market than any other country, and it is the most popular

FAST TRACK

International Track 200 ranks Britain's mid-market private companies with the fastest-growing overseas sales. The league table is produced for an 11th year by Fast Track, the Oxford firm that researches Britain's top-performing private companies and organises invitation-only dinners for their owners and directors to network and meet its sponsors.

For full ranking criteria, see page 2



Awards dinner car partner

2 AIS 319.74% Office interiors consultancy

This workplace interiors business kickstarted its global growth in 2017 when American Express asked it to fit out offices in Europe. It has since won clients such as asset manager BlackRock, and opened bases in Amsterdam and Frankfurt. The London-based firm aims to expand into America and India, after international sales reached £16.8m last year. It is led by managing director Gerry Graville, 50, who acquired AIS in 2013 after setting up the interiors division of construction group Willmott Dixon.

an international network of 4,000 travel advisers to support clients in the financial, insurance and legal sectors in 40 countries, helping professionals complete two million business trips each vear. International sales have rocketed an average of 412% a year, from £626,000 in 2017 to £16.4m in 2019, on total sales, generated from commission and fees, of £71.9m.

With corporations increasingly conscious of their environmental impact, Reed & Mackay also calculates the carbon footprint of trips, and will display

3 Project One 278.99%

Business consultancy BAE Systems, Astra Zeneca and Liberty

Global are among the clients of this Cheshire-based consulting business, launched in 1998. It helps large organisations manage complex change and business transformation processes. In 2016, chief executive Terry Holland, 53, led a management buyout from the founder. International sales have since soared to £8.1m in 2018, as the company has followed clients into markets such as Australia, the Middle East and Europe.

4 Northern Gas & Power 247.57%

Energy management consultancy Fokhrul Islam, 37, set up this energy consultancy in 2013, winning its first customers from his bedroom. Now based in Gateshead, it has offices in Paris and Texas as well as technology hubs in Malta and India. The firm works with businesses to reduce their energy consumption by finding the best contracts with suppliers including British Gas and Eon, and offering consultancy services such as energy-use audits. International sales rose to £11.4m in 2018.

December to support

and innovation are not

exclusive to new companies

in 1886, the family-owned

Northamptonshire-based

miller, is one of the oldest

firms on the league table.

to improve quality,

As concerns about

sustainability and the

in digital industries. Founded

Whitworth Group (No 140), a

5 Chilly's Bottles 227.85% **Reusable bottles brand**

This London company's reusable steel water bottles, an alternative to single-use plastic water bottles, have proved a hit in mainland Europe. Overseas sales through its multilingual website and distributors - reached £12.3m in 2019, driven by a focus on social media marketing. Co-founders James Butterfield and Tim Bouscarle, both 31, have expanded the range to include reusable coffee cups and have recently launched Chilly's in America, Australia, the Middle East and parts of Asia.

The duckers and weavers deliver knockout figures

The top exporters are sharp-eyed, sure-footed and can roll with the punches



An impressive group of companies makes up this year's International Track 200. They have increased international sales by an average of 64% a year over the past two years, to a combined annual total of £10.3bn.

These are excellent numbers, showing that the firms possess the strength and dynamism to succeed in rapidly changing times. With memories of the last recession still fresh, and the

turbulence of Brexit and trade wars, their leaders have learnt to be prepared for anything – indeed, planning for a range of scenarios is far more common now than 10 years ago.

It is a point captured in HSBC's latest Navigator report, which found that 66%

of UK companies were expecting their business to change totally or substantially in the next five years. Yet entrepreneurs and chief executives are not fazed by this, and 77% of firms predict growth in 2020. The upheavals of the past decade have taught companies to become more agile and to develop a knack for spotting opportunities amid the disruption.

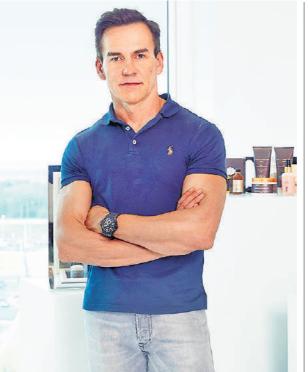
Combine this agility with digital innovation and you get export powerhouses such as The Hut Group (No 146), the biggest exporter on the league table, whose international sales of beauty

and health products, via 178 localised websites, have grown an average of 38.5% annually over two years to £608m in 2018. Investors are joining forces to back it, and the company announced

£1bn of new funding in December from HSBC and other lenders. At the heart of the company is Ingenuity, its

proprietary e-commerce platform, which uses realtime data to optimise pricing and digital marketing driving sales not just for its own brands, such as ESPA and Lookfantastic but also for multinationals such as Nestlé. Procter & Gamble and Nintendo. Founded in 2004 by its

chief executive, Matt Moulding, The Hut Group is building the UK's biggest new bespoke office outside London, at Manchester airport. Its international success illustrates a broader trend – UK companies are



Chief executive Matt Moulding has seen exports grow at The Hut Group (No 146) by 38.5% a year to £608m in 2018

highly adept at using data, digital skills and creativity to drive rapid overseas growth. END (No 177) is a men's fashion retailer based in Newcastle upon Tyne that sprinkles interviews with DIs and artists across its beautifully designed website, selling clothes from brands such as Raf Simons and Moncler. It was founded in 2005 by two university friends, John Parker and Christiaan Ashworth, and its international sales hit £81m last year, up an average 33% a year over the past two years.

Chilly's Bottles (No 5) has seen average international sales of its reusable bottles grow 228% a year to £12m. It has put its focus on sustainability, with its website reflecting growing public interest. For instance, it promotes City to Sea, a nonprofit fighting plastic pollution.

Confirming the strong pool 200 companies are showing of creative and digital talent in their agility. Among them are

the UK, the league table Reed & Mackay (No 1), a includes more than a dozen corporate travel agency founded in 1962 that helps agencies offering these skills to clients. Among them are customers calculate the MiQ (No 45, with international carbon footprint of journeys, sales of £162m), which works and FatFace (No 118), which for Audi, Avis and Samsung, now only uses sustainably and the mobile marketing sourced cotton in its specialist Ogury (No 16, with products. £54m), which raised £38m in Sustainability is a priority for almost all the businesses I innovation and international talk to, and the International expansion. However, agility

Track 200 companies are using their nuanced understanding to help lead the debate.

Awareness of the wider business context and the subtle differences between territories is something on which HSBC prides itself. Our network covers 53 markets and gives us access to more than 90% of world trade flows. We look forward to enabling more international business to thrive throughout

Amanda Murphy is head of commercial banking, HSBC UK

It is building an advanced new flour mill that will use internet of things technology traceability and food safety. this new decade. environment escalate, the



BRITAIN'S MID-MARKET PRIVATE COMPANIES WITH THE FASTEST-GROWING OVERSEAS SALES

Rank Ran 2020 2019	Lompany	Activity	Location	Year end		Latest intl sales £000	Total sales £000	Staff	Rank 2020		Company	Activity	Location	Year end		Latest intl sales £000	Total sales £000	Staff
1	Reed & Mackay	Corporate travel agency	Central London	Mar 19	growth 412.15%	16,420	£000 71,887	1,000	101	38	Claranet	IT services provider	Central London	Jun 19	growth 47.63%	*251,500	*369,000	2,024
2	AIS	Office interiors consultancy	Central London	Jul 19	319.74%	16,808	37,900	68	102	89	Mark Allen Group	Publisher and events organiser	South London	Mar 19	46.85%	12,470	51,338	360
3 24	Project One Northern Gas & Power	Business consultancy Energy management consultancy	Cheshire Gateshead	Dec 18 Dec 18	278.99% 247.57%	8,104 11,414	30,835 29,616	101 285	103 104	66	MJ Sections BVG Group	Aerospace components engineer Mail order retailer	West Midlands South Wales	Dec 18 Aug 18	46.84% 46.60%	10,399 10,792	28,396 126,619	195 869
4 5	Chilly's Bottles	Reusable bottles brand	Central London	Jul 19	227.85%	*12,283	*31,471	15	104		Frank Recruitment Group	Recruitment consultancy	Newcastle upon Tyne	•	46.43%	164,410	227,879	1,281
6 15	Sigma Sports	Sports goods retailer	Kingston upon Thame	s Dec 18	190.40%	†7,160	†33,342	107	106	177	Amoria Bond	Recruitment consultancy	Manchester	Nov 18	46.24%	51,938	68,106	133
7	La Fosse Associates	Recruitment consultancy	Central London	Dec 18	179.51%	7,879	108,350	171	107		Metropolis	Consumer and business media	West London	Dec 18	45.98%	10,478	52,658	452
87 9	High Street TV Kingsbury	TV shopping channel Machine tools wholesaler	Harrogate Hampshire	Dec 18 Dec 18	175.22% 173.39%	17,596 5,380	66,412 86,845	119 308	108 109	145	Mivan Ptarmigan Media	Joinery and fit-out Financial media agency	County Antrim Central London	Dec 18 Dec 18	45.92% 45.61%	11,609 66,893	29,045 115,913	170 109
10 81	Envisage Group	Automotive engineer	Coventry	Dec 18	148.37%	4,719	46,411	141	110	150	Inside Travel Group	Tour operator	Bristol	Dec 18	45.40%	18,459	36,114	157
11 71	AVMI	Audiovisual systems integrator	Southwest London	Jun 19	146.08%	20,553	81,209	498	111	59	Barron Wood Distribution	Transport broker	Preston	Oct 18	44.99%	8,118	74,527	145
12 13	One Retail Group	Consumer goods retailer	North London	Dec 18	142.88% 141.22%	15,367 5,377	25,420 34,836	11 105	112	131 80	MVF Bulk Powders	Customer generation services Sports nutrition brand	North London Colchester	Mar 19	44.99% 44.78%	59,995 22,459	91,123 43,083	425 164
13	Once Upon A Time Hunters Contracts	Marketing agency Office furniture supplier	Central London Dagenham	Apr 19 Dec 18	129.78%	5,995	37,077	44	113 114	181	Fundamental Media	Financial media agency	Central London	Dec 18 Dec 18	44.78%	72,859	43,083 95,966	77
15 13	The&Partnership	Marketing communications group	Central London	Dec 18	129.01%	285,277	557,533	733	115		Lyle & Scott	Fashion clothing retailer	Central London	Mar 19	44.55%	23,058	54,167	164
16 26	Ogury	Mobile marketing technology	East London	Dec 18	123.93%	53,842	62,318	212	116	64	Optal	Payment services provider	Central London	Dec 18		269,640	269,640	72
17 22 18 1	Jupiter Group Gymshark	Fruit grower and exporter Fitness clothing retailer	Shropshire Solihull	Sep 19 Jul 19	121.99% 115.72%		*77,167 *176,164	113 330	117 118		Storm Technologies FatFace	IT reseller Clothing retailer	Watford Hampshire	Dec 18 Jun 19	44.14% 43.54%	11,575 *15,667	108,560 *241,460	151 2.830
19 27		Components supplier	Manchester	Mar 19	113.48%	69,729	183,816	1,072	119		Oil Consultants	Recruitment consultancy	Tyne and Wear	Dec 18	43.48%	39,330	43,733	39
20 58	YMU Group	Global talent management	Central London	Aug 18	112.52%	12,642	37,867	277	120		M247	Internet and cloud services	Manchester	Mar 19	43.35%	11,312	60,017	258
21 22 21	Quacquarelli Symonds	Higher education services	Northwest London	Dec 18	109.25% 106.59%	9,466 6,500	37,264 47,534	466 230	121	10	Opus Talent Solutions	Recruitment consultancy	Bristol	Dec 18 Mar 10	42.67% 42.51%	31,693 20,331	78,341 31,809	244 195
22 21 23	iwoca Ward Bros	Business finance provider Scrap metal processor	Central London Darlington	Dec 18 Sep 18	106.59%	6,500 18,214	47,534 41,717	84	122 123	109	Crafter's Companion Jellyfish	Craft products retailer Digital marketing agency	County Durham Central London	Mar 19 Mar 19	42.31%	77,625	127,563	572
24 142	Beta Pharmaceuticals	Pharmaceuticals wholesaler	Essex	Sep 18	105.40%	5,718	40,169	83	124		Vivobarefoot	Footwear manufacturer and retailer	Central London	Jun 19	42.16%	19,724	26,176	50
25	LHi Group	Recruitment consultancy	Central London	Dec 18	105.36%	22,760	49,474	157	125		Western Global	Storage tank manufacturer	Bristol	Dec 18	42.13%	36,627	50,747	121
26 27	CField Construction Carter Thermal Industries	Construction contractor Refrigeration manufacturer	Central London Birmingham	Dec 18 Dec 18	104.08% 101.59%	23,839 15,702	67,545 129,066	55 929	126 127	60	Adaptavist Charlotte Tilbury Beauty	IT consultancy Beauty products retailer	Central London West London	Sep 18 Dec 18	42.11% 41.94%	23,421 73,825	26,825 145,437	162 836
28	Granada Material Handling	Lifting equipment manufacturer	Rochdale	Sep 18	98.20%	12,000	27,375	125	127	50	Vohkus	Technology provider	Hampshire	Jun 19	41.94%	^{+*} 9,298	^{+*} 97,679	141
29	Invenio Business Solutions	IT consultancy	Reading	Mar 19	96.35%	20,398	32,950	727	129	166	Lawton Tubes	Copper tube supplier	Coventry	Sep 18	41.51%	14,233	149,024	103
30 31	Plimsoll Productions	TV show producer	Bristol	Aug 19 Sep 18	95.13% 93.81%	*32,079	*37,284	149 324	130	91	John Cotton Group	Bedding manufacturer	West Yorkshire	Mar 19 Oct 18	41.45%	62,234	217,342	1,493
31 32 35	Sabio Leisure Pass Group	Contact centre technology provider Tourism smartcard provider	Central London Central London	Sep 18 Dec 18	93.81% 89.48%	29,996 252,487	71,845 276,809	324 121	131 132		World of Books Purdicom	Books and media reseller Wireless network provider	West Sussex Oxfordshire	Oct 18 Dec 18	41.35% 41.31%	22,856 3,238	64,000 31,245	568 57
33 28		Outsourced office supplier	Central London	Jul 19	84.50%		*100,454	291	133	76	A-Safe	Safety barrier manufacturer	Halifax	Dec 18	41.26%	44,386	52,302	391
34 112		Hardwood flooring specialist	Lancashire	Dec 18	83.12%	8,223	52,904	146	134		Matchesfashion	Luxury fashion retailer	Central London	Jan 19		295,179	371,784	682
35 2 36 8	Cult Beauty St Pierre Groupe	Online beauty retailer Bakery products provider	Central London Manchester	May 19 Dec 18	81.26% 81.18%	51,322 35,335	89,566 69,493	149 27	135 136	14	Salt Simarco	Recruitment consultancy Logistics services provider	Central London Essex	Dec 18 Dec 18	41.06% 40.86%	14,043 6,221	44,723 57,125	121 310
30 0 37	Vegware	Compostable packaging manufacturer		Jan 19	81.12%	11,353	32,171	72	130	172	Firmdale Hotels	Hotelier	Central London	Jan 19	40.88%	53,228	162,022	1,692
38 65	Phoenix Cellular	Mobile phone distributor	Crewe	Oct 19	80.33%	*39,347	*53,312	65	138		Investis Digital	Digital communications provider	Central London	Dec 18	40.78%	22,381	34,636	463
39 40 75	Checkout.com	Payment services provider	Central London	Dec 18	79.68%	23,914	56,082	120 554	139	C 2	A-Gas	Chemicals and gases distributor	Bristol	Dec 18	40.69%		229,606	665
40 75 41 12	,	Handbags and accessories brand International payments provider	Central London Central London	Apr 19 Mar 19	79.11% 77.20%	29,154 132,500	92,938 179,100	554 1,800	140 141	62	Whitworth Group Insights Group	Flour miller Employee development consultancy	Northamptonshire Dundee	Mar 19 Mar 19	40.47% 40.35%	31,495 52,015	397,896 65,927	607 513
42 32		Financial services consultancy	Central London	Mar 19	76.76%	10,312	41,939	610	142		Next Ventures	Recruitment consultancy	Central London	Dec 18	40.16%	47,547	56,316	105
43 52	Flying Trade Group	Conglomerate	Essex	Dec 18	76.17%	19,555	152,603	815	143		Simms International	IT distributor	Kent	Dec 18	40.01%	10,517	34,423	30
44 45 4	Buy It Direct MiQ	Online retailer Digital marketing agency	Huddersfield Central London	Mar 19 Dec 18	74.64% 73.55%	14,316 162,497	248,779 196,869	617 612	144 145	174	Moneypenny Fentimans	Outsourced communications provider Drinks manufacturer	Wrexham Northumberland	Dec 18 Dec 18	39.94% 39.28%	2,309 15,645	31,740 40,443	665 61
43 4 46	Captify	Advertising technology company	Central London	Mar 19	73.46%	*19,279	*42,996	197	145	63	The Hut Group	Online retailer	Manchester	Dec 18		607,867	40,443 915,758	4,531
47 168	BrewDog	Brewery	Aberdeenshire	Dec 18	71.47%	39,262	171,619	1,247	147		Ligentia	Supply chain manager	Leeds	Dec 18	38.03%	47,351	102,878	339
48 158		Consumer goods supplier	Surrey	Dec 18	71.08%	23,515	40,706	28	148	100	Ennismore	Hotelier	Central London	Dec 18	37.95%	8,936	25,853	223
49 101 50	Wireless Logic Wilsons of Rathkenny	Technology platform provider Car and farm equipment dealer	Berkshire County Antrim	Apr 19 Dec 18	70.07% 68.98%	*18,801 1,631	*67,405 31,054	154 83	149 150	132	Sapphire Systems Autosmart International	Systems integrator Vehicle cleaning products	Central London Staffordshire	Dec 18 Jan 19	37.86% 37.73%	13,470 11,806	36,697 32,207	262 193
51 34	Revolution Beauty	Beauty products retailer	Kent	Dec 18	68.86%	76,312	112,621	180		147	Options	Financial technology provider	Central London	Dec 18	37.29%	44,326	70,850	210
52	Davies Group	Specialist professional services	Central London	Jun 19	67.38%	*13,882	*115,512	2,200	152	123	Peninsula	Employment law consultancy	Manchester	Mar 19	37.27%	105,791	270,583	2,747
53 54 143	Ancasta Group	Boat retailer	Southampton Central London	Aug 18 Dec 18	67.31%	13,513 500,900	30,807 618,600	76 6,351	153 154	149	Xexec Nasmyth Group	Employee engagement services Precision component manufacturer	Northwest London	Nov 18 Jan 19	37.17% 37.10%	7,842 23,899	40,299 78,853	39 784
54 143	Element Integrity Print	Testing services provider Printer	Somerset	Dec 18 Dec 18	66.69%	5,304	57,095	392	154		MJM Marine	Specialist joiner	Coventry County Down	Dec 18	36.22%	23,699 92,515	97,725	272
56	Antal International	Recruitment consultancy	Central London	Dec 18	66.01%	*19,481	*32,536	375	156		Cloud Technology Solutions	Cloud IT developer	Manchester	Mar 19	36.19%	8,120	26,144	113
57 29	Sahara Presentation Systems	Audiovisual equipment supplier	Kent	Dec 18	66.00%	35,962	72,643	85	157	88	Ambassador Theatre Group	Live entertainment operator	Surrey	Mar 19	35.90%	235,195	443,180	5,414
58 59 93	Audley Travel Oxford Economics	Tour operator Economic research consultancy	Oxfordshire Oxford	Dec 18 Jul 18	65.57% 64.55%	74,785 18,798	291,234 39,240	800 247	158 159		prosource.it Gravitas Recruitment	IT services provider Recruitment consultancy	Aberdeen Central London	Jun 19 Nov 18	35.82% 35.70%	*24,540 5,399	*64,186 42,537	269 153
60 108	CloserStill	Exhibition organiser	Central London	Dec 18	64.43%	24,314	60,005	222	160		Cinesite	Visual effects and animation	Central London	Apr 19	35.61%	66,326	72,972	927
61	Spectrum Medical	Medical device developer	Cheltenham	Dec 18	64.20%	19,043	26,171	116	161	198	Priority Freight	Logistics services provider	Dover	Dec 18	35.51%	*56,632	*80,090	197
62 94 63	Off-Piste Wines QBS Software	Wine distributor	Cheltenham	Jan 19 Mar 19	64.00% 62.12%	2,913 10,181	39,631 62,885	25 60	162 163		Argent Foods	Food supplier	Central London West Bromwich	Dec 18	35.34% 35.30%	140,489 3,387	735,157 49,587	1,723 343
63 64 152		Software delivery platform Recruitment consultancy	Wembley Central London	Oct 18	61.68%	*82,908	*95,975	606	163		Ash & Lacy adm	Building parts manufacturer Marketing services provider	West London	Dec 18 Dec 18	35.25%	186,882	49,587	419
65 31	Brogan Group	Scaffolding contractor	Hertfordshire	Dec 18	60.48%	12,620	34,018	532	165		GBA	Logistics services provider	Preston	Dec 18	34.95%	18,836	48,595	236
66	Slush Puppie UK	Frozen drinks distributor	High Wycombe	Dec 18	59.98%	10,224	33,808	142	166	141	TopCashback	Cashback website	Stafford	Dec 18	34.80%	33,681	128,702	203
67 184 68 51	Busy Bees Niftylift	Nurseries operator Lift manufacturer	Staffordshire Milton Keynes	Dec 18 Dec 18	59.13% 58.95%	161,185 93,798	432,355 117,430	11,554 512	167 168	42	SystemsAccountants Lincoln & York	Recruitment consultancy Coffee manufacturer	Central London Lincolnshire	Jul 19 Jan 19	34.37% 34.31%	*12,700 12,997	*36,800 45,873	69 124
69	Pureprint Group	Printing services provider	East Sussex	Dec 18	58.73%	9,730	55,973	421			Vision RT	Medical technology developer	North London	Dec 18	34.05%	*45,875	*48,646	179
70 45	Oliver James Associates	Recruitment consultancy	Manchester	Dec 18	58.70%	66,325	118,397	358	170		Corin Group	Orthopaedic parts maker	Cirencester	Dec 18	33.62%	106,152	113,988	595
71 72	Smith Anderson G2V Recruitment Group	Paper bag manufacturer Recruitment consultancy	Fife Central London	Sep 18 Mar 19	58.36% 57.05%	5,122 27,505	26,885 72,757	227 220			EnerMech Cooper & Turner	Engineering services provider Industrial fastener manufacturer	Aberdeen Sheffield	Dec 18 Feb 19	33.50% 33.40%	*337,890 59,744	*414,278 76,533	3,320 422
73	Dormole	Tool distributor	Kent	Dec 18	56.78%	26,007	232,909	990	172		Autocraft Solutions Group	Automotive engine manufacturer	Lincolnshire	Dec 18	33.37%	8,805	25,033	217
74	Redwood Technologies Group	Communications tech provider	Berkshire	Dec 18	56.00%	8,338	31,281	198	174	50	City Facilities Management	Facilities maintenance provider	Glasgow	Dec 18		472,704	971,177	12,217
75 76 47	ASM Technologies	IT channel provider	Cheshire High Wycombe	Mar 19 Dec 18	55.50%	7,892	53,065 38,706	74 272	175 176		Princess Yachts	Luxury yacht builder Food supplement manufacturer	Plymouth Fast Yorkshire	Dec 18	33.15% 33.10%	263,752 t1 638	340,260 †29,422	2,865 302
76 47 77 100	Origin) AC Group	Door and window manufacturer Construction services provider	High Wycombe Bedfordshire	Dec 18 Mar 19	55.44% 54.26%	3,936 41,000	38,706 54,143	76	1/6	68	Bee Health END.	Food supplement manufacturer Designer menswear retailer	East Yorkshire Newcastle upon Tyne	Dec 18 Mar 19	33.10% 32.94%	†1,638 80,856	134,658	302 464
78	Nexus Underwriting	Underwriting agency	Central London	Dec 18	54.11%	7,600	38,614	191	178		Cobalt Recruitment	Recruitment consultancy	Central London	Dec 18	32.90%	21,337	30,078	207
79 17	VSI Group	Language services provider	Central London	Dec 18 Mar 10	53.70%	43,211	52,361	155	179	197	Brook Taverner	Clothing supplier	West Yorkshire	Dec 18	32.87%	6,368	32,152	135
80 84 81	Gama Healthcare Yours Clothing	Antimicrobial product distributor Plus-size clothing retailer	Watford Peterborough	Mar 19 Feb 19	53.69% 53.22%	13,022 †9,946	40,715 †103,866	156 1,319	180 181		Uform Forsyths	Kitchen door supplier Metal fabricator	County Antrim Northeast Scotland	Apr 19 Oct 18	32.61% 31.96%	10,640 12,418	34,876 46,774	182 386
82 127	ACC Aviation	Aviation services provider	Surrey	Dec 18	53.22% 52.70%		135,322	41	182		Hexadex	Steel systems manufacturer	Lincolnshire	Dec 18	31.96%	87,590	46,774 116,188	928
83	Adare International	Marketing services provider	Basingstoke	Dec 18	52.43%	143,816	191,428	588	183		the7stars	Media agency	Central London	Mar 19	31.83%	103,518	340,033	214
84 56 85	Austin Fraser	Recruitment consultancy	Reading	Feb 19	52.38%	25,221	64,875 26.267	179 160	184	155	Reward Gateway	Employee engagement services	Central London	Jun 19 Mar 10		104,484	210,685	416
85 86 95	Emerson & Renwick Natures Menu	Production machinery manufacturer Pet food manufacturer	Lancashire Norfolk	Dec 18 Dec 18	51.42% 51.12%	34,244 3,666	36,367 38,338	169 233	185 186	85	The White Company MNC	Lifestyle retailer Media agency	West London Central London	Mar 19 Dec 18	31.65% 31.57%	*18,277 27,577	*217,424 73,831	1,716 21
87	Xcede Group	Recruitment consultancy	Central London	Dec 18	50.95%	1,572	25,678	63			County Milk Products	Dairy ingredients supplier	Cheshire	Dec 18	31.39%	60,498	252,787	92
88 196		TV and events producer	Central London	Dec 18	50.90%	75,165	79,391	17	188		Solventis	Solvent distributor	Guildford	Dec 18			219,531	45
89 90	Euro Food Brands Selwood	Food and drink distributor Pump manufacturer	Northampton Hampshire	Mar 19 Dec 18	50.82% 50.63%	7,492 8,177	136,958 83,694	122 573	189 190	200	Cultech MPM Products	Dietary supplement manufacturer Pet food producer	Port Talbot Manchester	Dec 18 Dec 18	31.26% 31.04%	24,861 47,843	38,224 70,607	253 61
90 91 116		Pump manufacturer Food ingredients supplier	Hampshire Banbury	Dec 18 Oct 18	50.63% 50.47%	8,177 6,228	83,694 58,935	35	190	200	Broadland Drinks	Pet food producer Wine producer and importer	Manchester Norfolk	Dec 18 Mar 19	31.04% 30.76%	47,843 4,539	70,607	154
92 54	,	Creative agency	Hertford	Mar 19	50.31%	16,600	26,648	74	192	61	Capital Hair and Beauty	Hair products wholesaler	Brighton	Dec 18	30.71%	3,971	53,914	516
93	Edge Worldwide Logistics	Logistics services broker	Salford	Jun 19	49.99%	*9,798	*57,640	63	193	-	Adder Technology	IT hardware manufacturer	Cambridge	Jun 18	30.16%	28,621	31,520	145
94 95 113	CAE Technology Services Specialist People Services	IT reseller Recruitment consultancy	Watford Bradford	Jun 19 Mar 19	49.63% 49.55%	13,652 †16,032	132,913 †74,129	275 219	194 195	74	Mountain Warehouse Four Communications	Outdoor clothing retailer Marketing & communications agency	Central London	Feb 19 Dec 18	29.97% 29.54%	78,388 27,101	255,044 70,560	2,082 318
96	Flair Rugs	Rugs supplier	Derbyshire	Jun 19	49.55% 48.99%	*1,636	*28,314	121	195		iKas International	Recruitment consultancy	Central London	Dec 18 Dec 18	29.24%	21,711	34,537	53
97 90		Sports nutrition brand	Solihull	Dec 18	48.77%	*13,500	*44,169	48	197		Croxsons	Glass bottle supplier	Southwest London	Aug 18	29.06%	9,668	27,111	28
98 99	Fruitful Office Phil McIntyre Entertainments	Fruit delivery service Entertainment promoter and producer	Croydon r Central London	Dec 18 Jun 18	48.48% 48.40%	14,119 5,377	25,190 56,601	436 27	198 199		Pricecheck Seasalt Cornwall	Consumer goods supplier Clothing retailer	Sheffield	Apr 19 Feb 19	29.03% 28.87%	37,171 3.677	81,644 65,657	155 903
	,	Logistics and corporate travel	Hull	Dec 18	48.40% 48.11%		92,387	312			CT Automotive	Clothing retailer Automotive parts supplier	Cornwall Portsmouth	Feb 19 Dec 18	28.87% 28.79%	3,677 58,561	65,657 86,937	903 2,668
100 16																		

RULES OF ENGAGEMENT

The 11th annual Sunday Times HSBC International Track 200 league table ranks Britain's mid-market private companies in order of fastest-growing international sales. Sales growth was measured by the companies' latest two years of accounts, either publicly available or obtained from the firm.

Criteria

Companies had to be registered in the UK and be

In the base year, international sales had to be above £500,000.

independent, unquoted and

ultimate holding companies.

As reported in the latest

to exceed £1m, be at least 5%

of total sales and show a rise

from the previous year, while

total sales had to be between

£25m and £1bn, operating

profit had to be positive and

least 10. (Exporters with sales

of less than £25m are ranked

staff numbers had to be at

in our sister table, the SME

Export Track 100.)

accounts, overseas sales had International sales growth was measured by compound annual growth rate over two years. International sales for recruitment, marketing services or travel agents include gross monies handled on behalf of clients, unless otherwise indicated. These firms must also show gross profits of at least £5m in their latest accounts.

Exclusions

Excluded companies include pure property developers and financial trading companies.

Data collection

Sources include Bureau van Dijk's Fame and Experian's MarketIQ. Some companies nominated themselves or were identified through desk research, conducted principally between August and December 2019.

Companies may choose not to disclose a geographical breakdown of sales because they file abridged accounts or on the grounds that it could be

prejudicial to their interests.

So, there will be omissions.

Disclaimer

Incomplete data

The firms in the league table are not endorsed or Sponsors Fast Track's sole source of recommended by the sponsors or Fast Track, nor revenue is our sponsors. We

be entered into.

are they necessarily would like to thank HSBC for the best-run companies. The its sponsorship for all 11 table is based on historical years, DHL Express for its data. The information is not fourth year and Oracle an indicator of present or NetSuite for its second future performance. Some year. Nominations for next exceptions were made to the year are welcome at qualification criteria. The info@fasttrack.co.uk or via compiler's decision is final fasttrack.co.uk. and no correspondence will

fame

bvdinfo.com/fame

6 Sigma Sports 190.40% Sports goods retailer

Launched in 1992 by Ian Whittingham and Jason Turner, both 48, this company sells bikes and cycle and triathlon gear, mostly online. It also has a store in Kingston, southwest London, and a 30,000 sq ft distribution warehouse in Lincolnshire, which opened in 2018. Exports reached an annualised £7.2m that year, boosted by growth in its online business in markets such as America, Japan and Ireland.

7 La Fosse Associates 179.51% Recruitment consultancy

Founded in 2007 by chairman Simon La Fosse, 55, this recruitment business specialises in technology roles for customers including Sony, Skype and Apple. In 2018, turnover topped the £100m mark, with £7.9m generated abroad. The London-based firm opened an office in New York that year, its second in America, and launched in Toronto in 2019.

8 High Street TV 175.22% TV shopping channel

This Harrogate company was founded in 2008 by serial entrepreneurs Andrew Malcher, 49, and Jim Coleman, 51, after they saw the success of shopping channels in America. It sells own-brand and branded household goods and gifts on its TV channels, as well as over the phone, online and through retailers. Overseas sales to more than 80 countries hit £17.6m in 2018, boosted by growth in Japan, where its Pressure King Pro pressure cooker and Squat Magic fitness machine have proved popular.

9 Kingsbury 173.39%

Machine tools wholesaler This family business supplies the manufacturing sector with cleaning equipment and German machine tools, such as milling machines, lathes and 3D printing machines. The group also includes a timber merchant, Alsford Timber, which has 19 outlets in southeast England. In 2018, Kingsbury set up a subsidiary in Dubai and international sales reached £5.4m. Managing director Richard Kingsbury, 56, heads the group, which is based in Gosport, Hampshire.

10 Envisage Group 148.37% Automotive engineer

Concept cars and new automotive technologies are designed and developed by this engineering company. It has helped Bentley, Jaguar and Nissan get their ideas on the road, and has opened facilities in China, India and America. It also runs a specialist recruitment wing. Projects for electric vehicle companies in California helped overseas sales reach £4.7m in 2018. The Coventry firm is led by Tim Strafford, 42, who took over from founder Bryan Campbell, 75, last year.

11 AVMI 146.08%

Audiovisual systems integrator This Surrey company counts more than 800 global businesses as customers including Bloomberg and NatWest. Founded in 1990 to supply flip charts and projectors, it now integrates hi-tech isual systems used in me rooms and event spaces, as well as shops and courtrooms. Chief executive Edward Cook, 52, has overseen expansion in America, helping international sales to reach £20.6m in 2019.



Exports at Sigma Sports (No 6) reached an annualised £7.2m in 2018, boosted by growth in its online business

overseas sales reached £53.8m

Managing director Mark Tweddle, 42,

started this Shropshire firm in 2003. An agriculture student who worked with

livestock, he turned his attention to fresh

produce after working on a lettuce farm

as a holiday job. Jupiter grows, buys and

distributes fruit, and has overseas sales

17 Jupiter Group 121.99%

Fruit grower and exporter

120 countries, this London business

marketing agency to manage the campaign. Set up in 2013 by industry veterans Joe Garton, 58, and Diane Charlton, 58, with Rob Ward, 44, Once Upon a Time's services include advertising, branding and media. It works for Hollywood studios, gaming publishers, and international hotels and restaurants. Overseas sales reached £5.4m in 2019, the same year the company acquired IdeaWork Studios, based in America.

14 Hunters Contracts 129.78%

Office furniture supplier This Dagenham company operates from a 10,000 sq ft distribution centre and helps businesses from London to ltar fit out the

and aerospace customers, such as BMW, helps brands identify and connect with Ford and Nissan. It has factories in Britain, Europe, Brazil, America and their target audiences and provides app publishers with insights into the use of China, alongside ventures in Turkey and their products. Founded in 2014 by Jean India. International sales hit £69.7m in Canzoneri, 36, and Thomas Pasquet, 38, 2019. The company acquired the Ogury has 22 global offices and, in 2018, thermostat business of BorgWarner, an American car-parts firm, for a reported €24m last year. Chairman Kevin Morley,

69, and chief executive Mark Franckel, 57, head the group.

20 YMU Group 112.52% Global talent management

Formerly known as the entertainment agency James Grant, YMU became a talent management group following a buyout backed by private equity firm Trilantic in 2018. Overseas sales hit £12.6m that year, boosted by the 2017 acquisition of LA-based music agency Deckstar. Chief executive Neil Rodford, 50, leads the London-based group, whose clients include TV stars Ant and Dec as well as American DJ Steve Aoki.

21 Quacquarelli Symonds 109.25% **Higher education services**

This London company helps prospective students around the world make the right educational choices. As well as publishing the QS World University Rankings, it hosts more than 350 events in 57 countries and offers services and online platforms such as TopUniversities.com, TopMBA.com and test preparation site QSLeap.com, which have more than 60m visitors a year. QS was founded in 1990 by Nunzio Quacquarelli, 55, and reported overseas sales of £9.5m in 2018.

22 iwoca 106.59% Business finance provider

This London company says it has funded more than 50,000 small businesses across Europe since 2012, using its technology to make credit decisions quickly and accurately. International sales - made up of interest and fee payments - hit £6.5m in 2018, under cofounders Christoph Rieche, 40, and James Dear, 39. In 2019, iwoca secured £150m in a debt and equity round led by venture capital firm Augmentum, bringing total funds raised to £350m.

23 Ward Bros 105.78%

Scrap metal processor Established in 1974 in Darlington, Co Durham, Ward Bros recycles scrap metal in the northeast of England. Its depots in Newcastle, Sunderland and Darlington process a total of 115,000 tons of metal a year. The family-owned firm supplies steel mills and foundries in Britain, Turkey and Spain, and exports reached £18.2m in 2018, under Ward brothers Billy, 41, and Nathan, 37.

24 Beta Pharmaceuticals 105.40% Pharmaceuticals wholesaler

Led by Naseen Valji, 60, and Mohamed Kanji, 48, Beta has evolved from a single pharmacy, set up in 1986 in Essex, to a wholesaler and exporter of prescription drugs and other medical products. It supplies more than 300 pharmacies in the UK, as well as international clients such as hospitals and NGOs. Exports hit £5.7m in 2018, and key markets include Europe, the Middle East and east Africa.

25 LHi Group 105.36%

Recruitment consultancy Tom Glanfield, 42, founded this recruitment business in an attic in Clapham in 2002 with a graduate loan of £9,000. The group now has five brands operating in technology, life sciences, clean energy, and real estate and construction. Headquartered in London, the company has eight bases across Europe and America. Overseas revenue hit £22.8m in 2018.

26 CField Construction 104.08% Construction contractor

Hotels, offices, housing and care homes are built by this London-based construction contractor, founded in 2011 by Barry Crowley, 65, and his son, Patrick, 37. It has completed multiple projects in Ireland, including the construction and fit-out of a new, 120bed care home extension, and the refurbishment of a Sisters of Nazareth facility. The family-run company says repeat business helped drive sales in Ireland to £23.8m in 2018.

27 Carter Thermal Industries 101.59%

Refrigeration manufacturer War veteran John Carter started this Birmingham company in 1945. The family-owned group now makes and installs refrigeration systems for the likes of American retailer Target and has exported its water tanks to China, southeast Asia and the Omani desert. In 2018, international sales rose to £15.7m, with half generated in America. The group is led by chairman John Scott, 57, the founder's grandson.

28 Granada Material Handling 98.20%

Lifting equipment manufacturer Founded 40 years ago by Andy Cantrell, 68, and Graham Smith, 69, this Rochdale-based firm makes, installs and services overhead cranes and lifting systems. Granada works with companies in the automotive, construction and aerospace industries and clients include Airbus, Siemens and Rolls-Royce. It has supplied more than 1,000 cranes to wind farms throughout Europe, and international sales reached £12m in 2018.

29 Invenio Business Solutions 96.35% IT consultancy

With 16 offices across 11 countries, including Saudi Arabia, India and Mauritius, this Reading firm's international sales reached £20.4m in 2019, representing 62% of its turnover. It uses SAP business management software to solve business challenges for clients, including the Swiss logistics group Kuehne & Nagel and Universal Music Group, as well as offering analytics and consultancy services. Founded in 2006, the firm is run by chief executive Arun Bala, 53. It received an £11.6m investment from BGF last year, valuing it at £68m.

HSBC Uk

12 One Retail Group 142.88%

Consumer goods retailer London-based One Retail Group dispatches more than 4,000 orders a day to customers in nine countries across Europe and North America. The group comprises five consumer brands including Active Era, which sells tents, sleeping bags and airbeds, and Pro Breeze, which has sold its dehumidifiers. fans and air purifiers to 750,000 people worldwide. Chief executive Joshua Stevens, 30, founded the business in 2013 and oversaw international sales of £15.4m in 2018.

13 Once Upon A Time 141.22% Marketing agency

When Disney was promoting the DVD launch of its new Dumbo movie last year, it turned to this London-based

furniture and technology installations. Founded in 1990, its customers include Unilever and the travel giant booking.com, whose headquarters are in Amsterdam. Managing director Gary Thomas, 53, has overseen expansion into Europe, which boosted overseas sales to £6m in 2018.

15 The&Partnership 129.01% Marketing communications group

This communications and advertising group manages campaigns for clients such as Toyota, Samsung and RBS. It was co-founded in 2013 by chairman Johnny Hornby, 52, and is backed by ad giant WPP. Its office network spans five continents, with regional hubs in London, New York and Toronto. It embeds marketing teams within its clients' offices, a strategy that drove international sales to £285.3m in 2018.

16 Ogury 123.93%

Mobile marketing technology With access to data from more than 400m mobile phone users in more than

and procurement offices from Argenting to India. Last year's exports hit £46.5m, helped by its 2018 acquisition of South African company Bonaire.

18 Gymshark 115.72% **Fitness clothing retailer**

Ben Francis, 27, started this fitness clothing brand in his parents' garage in 2012. It has since gone global under chief executive Steve Hewitt, 46, with its clothing and accessories now sold directly to consumers in 178 countries via 13 multilingual websites. By sponsoring popular YouTube and Instagram ambassadors to showcase its products, Gymshark has attracted a combined social media following of 116.5m sports and fashion enthusiasts. Last year, international sales reached £143.5m and it opened a new American headquarters in Denver.

19 Arlington Industries Group 113.48% **Components supplier**

This Manchester-based company



designs and makes parts for automotive American DJ Steve Aoki has helped management company YMU Group (No 20) boost overseas sales to £12.6m in 2018

America holds no barriers for the bold exporter

Transatlantic trade is booming there has rarely been a better time to go west



Stephen Boobyer, co-founder of World of Books (No 131), is describing the company's advance into the US market. Based in Goring-by-Sea, on the West Sussex coast, it now recycles or resells more than 85m used books every year and is the UK's largest second-hand bookseller.

Already, 12% of its sales are made to customers in America, and last year it launched a website there. This was followed by an American version of Ziffit, its app, which allows customers to scan the barcodes of their used books, which the

company then buys and collects from them.

"We did extensive research about a year ago to identify target countries, and the US came out top," said Boobyer. "It's about the size of the market. It's Englishspeaking, and the barriers to

entry are manageable." Among International Track 200 companies surveyed, 59% cite America as a key market, more than any other single country.

The US also tops the list of countries for future expansion, with the same percentage planning to expand there.

North America is also the second most significant continent for international sales, with 62% naming it as an important market, a figure beaten only by mainland Europe (90%) America is, in fact,

growing in importance for UK exporters. HSBC's recent Navigator report found it is now more likely to be named as a top trading partner than Germany or France

perhaps showing that Brexit has increased the number of companies looking beyond

the EU for export destinations. So, what is calling UK companies to America so strongly now, when that country is itself pushing forward with an America-first trade policy?

Some reasons for expanding into America are perennial, such as the size of the market and the common language.

Current macro-economic factors are clearly playing a role, too. These include the cheap pound, which makes British products cheaper for US buyers, and American companies benefiting from their country's strong economy, and therefore spending more freely, when the economy in the EU is relatively sluggish. But scratch beneath the surface and you will find there are sector-specific reasons for the success of many International Track 200 companies in America.

A-Safe (No 133), for



James and Luke Smith of A-Safe (No 133) seek US expansion

instance, makes innovative safety barriers for use in warehouses and factories, and hit international sales of £44m in 2018. It has doubled the headcount of its American operation over the past year to 48, seeing US revenue almost triple. With sales representatives on the east coast and in the Midwest, it is eyeing expansion to the west coast. The A-Safe team says the tight US labour market means that manufacturers, logistics companies and warehouse firms want to offer safe, attractive workplaces – and A-Safe's yellow polymer barriers, which spring back into shape when struck, even by a

Ohio. forklift, help them do that. James Smith, joint A strong company culture and attention to branding managing director, also points to a tried-and-tested details have underpinned BrewDog's successful route to getting established in America: start by selling to a US firm in the UK. "One of our first customers in the UK was Kimberly-Clark," said Smith, referring to the American maker of hygiene

products. "When an engineer moved to the US, he spread the word about the product, and now we supply more than 20 Kimberly-Clark US sites." America's appetite for craft beers, and the country's well-developed crowdfunding market, have

helped Aberdeenshire-based

BrewDog (No 47). It has

crowdfunding investors -

its third US crowdfunding

round. It plans to use the

proceeds to build operations

in California, and to expand

its accommodation business,

which began with its craft

beer hotel in Columbus.

whom it calls "equity punks"

and in November launched

more than 14,000 US

chief executive of Grenade (No 97), a Solihull-based sports nutrition brand, which is stocked in thousands of GNC stores across America and on amazon.com.

"You can't be different things in different territories," he said. "You've got to maintain the brand and the culture overseas."

Knowing a company does things well and consistently across territories gives confidence to its overseas trading partners. This idea is central to HSBC's support of international businesses. Customers know they can count on us equally whatever country they are working in.

HSBC is not just supporting the US-UK trade corridor, but also relishing the buzz of helping UK companies scale their businesses in America. As Barratt said: "America is a must-have territory - it's the land of opportunity."

Jane Galvin is head of corporate banking, HSBC UK

overseas expansion, from the names of its beers, such as Elvis Juice, to the bespoke neon signs in its bars. It is a point echoed by

Alan Barratt, co-founder and



distribution centres. Sales to more than 30 countries reached £19.6m in 2018.

44 Buy It Direct 74.64% Online retailer

This Huddersfield firm sells consumer goods via websites including Appliances Direct, Laptops Direct, Furniture123 and Better Bathrooms, which it bought out of administration last year. Buy It Direct is led by managing director Nick Glynne, 54, who built the business from a computer retailer he bought for £3,000 in 1999. Demand from Ireland drove international sales to £14.3m in 2019. Last July, BGF invested £10m to fund product expansion and acquisitions, with the aim of doubling the size of the business in five years.

45 MiQ 73.55%

Digital marketing VICKI COUCHMAN agency

Gurman Hundal, 36, and Lee Puri, 46, founded this digital marketing agency in 2010 to help clients use data to target their marketing. Its proprietary software provides directed advertising campaigns for brands such as American Express, Sony and BMW. In 2017, the private equity firm ECI Partners bought a minority stake to support product development and overseas growth. Opening six offices in North America helped to boost international sales to £162.5m in 2018.

46 Captify 73.46%

Advertising technology company Captify serves web users with targeted advertising based on their online and voice search activity. The London company, set up in 2011, uses this data to run campaigns and offer insights for more than 800 global brands including Amazon, Nike and Apple. Co-founders Dominic Joseph, 35, and Adam Ludwin, 32, have also opened offices in New York, Paris, Madrid and Kiev, helping sales from 12 overseas countries to reach £19.3m in 2019.

47 BrewDog 71.47%

Brewerv

The Scottish brewer has nearly 100 bars in locations as far afield as Brazil and Japan, as well as breweries in Ohio and Brisbane. Founded in 2007 by James Watt and Martin Dickie, both 37, BrewDog was valued at £1bn in 2017 when it sold a 22% stake to TSG Consumer Partners for £213m. International sales hit £39.3m in 2018, and last year it launched a crowdfunding campaign to pay for a new US distillery.

more than doubled in 2019 to £39.3m.

39 Checkout.com 79.68%

Payment services provider This London-based company develops technology that enables global businesses, such as Samsung and Adidas, to process online payments faster and more efficiently. Founded by chief executive Guillaume Pousaz, 38, in 2012, Checkout.com integrates various payment methods, currency conversion, fraud protection and data-reporting in a single platform. The firm has nine overseas offices, and international sales, which consist of platform and transaction fees, rose to £23.9m in 2018. Last May it raised £180m, valuing the business at almost £1.6bn.

overseas sales hit £132.5m under Estonian co-founders Taavet Hinrikus, 38, and Kristo Käärmann, 39, who sold some of their shares in a £230m funding round in May, valuing the firm at £2.4bn. The company has since secured banking partnerships in America and a licence to operate in the UAE.

42 JDX 76.76%

Financial services consultancy Serial entrepreneur Jonathan Davies, 54, sold his first financial services consultancy, DCG, in 2008 and started JDX in 2012. It provides regulatory and consultancy services to the financial and insurance sectors. It has invested almost

THE 10 FASTEST-GROWING MID-MARKET E-COMMERCE EXPORTERS*

E-commerce is increasingly important for companies that qualify for the International Track 200. There are 31 e-commerce exporters on this year's league table, with combined overseas sales of £1.7bn in their latest year.

£2m in upgrading its offices in London

and New York, and in 2017, it opened

bases in Singapore, Dublin and Hong

Led by brothers Suki and Harry Dulai, 53

Flying Trade comprises firms spanning the food, hotel and leisure sectors. Surya

Foods is its biggest subsidiary, offering

2,500 products, including Laila, Salaam

among its UK customers, and it supplies

European retailers from its continental

and Apna rice. Tesco and Asda are

and 48 respectively, the Essex-based

Kong. International sales reached

43 Flying Trade Group 76.17%

£10.3m last year.

Conglomerate

Company	Rank	Activity	Year end	% annual intl sales growth	Latest intl sales £m	Total sales £m				
CHILLY'S	5	Reusable bottle brand	Jul 19	227.85%	*12.3	*31.5				
CHILEF 5	5	Its multilingual website sells to 33 countries, with more than a third of sales generated abroad								
	6	Sports goods retailer	Dec 18	190.40%	†7.2	†33.3				
SPORTS		Sells 70% of its cycling and triathlon gear online from its 30,000 sq ft warehouse in Lincolnshire								
One	12	Consumer goods retailer	Dec 18	142.88%	15.4	25.4				
Retail Group.	IZ	Ships more than 4,000 orders a day to customers in nine countries and offers 150 products online								
	18	Fitness clothing retailer	Jul 19	115.72%	*143.5	*176.2				
GYMSHARK 7		More than 3m items were ordered online in just 48 hours during its last Black Friday promotion								
cult	35	Online beauty retailer	May 19	81.26%	51.3	89.6				
BEAUTY		Its website sells more than 270 beauty brands and attracts 63m global visitors a year								
14	40	Handbag and accessories brand	Apr 19	79.11%	29.2	92.9				
RADLEY		Launched a collection to honour the Chinese year of the rat on its website, which sells to 48 countries								
buyit direct	44	Online retailer	Mar 19	74.64%	14.3	248.8				
GROUP		Sells appliances, furniture and other products via six websites from 750,000 sq ft of warehouse space								
REVOLUTION	51	Beauty products retailer	Dec 18	68.86%	76.3	112.6				
BEAUTY LONDON		Sells 2,500 products online and through retailers to customers in more than 140 countries								
♥ YOURS	81	Plus-size clothing retailer	Feb 19	53.22%	†9.9	†103.9				
VIOURS		Its 14 e-commerce sites ship its plus-size clothing to customers in more than 90 countries								
	96	Rugs supplier	Jun 19	48.99%	*1.6	*28.3				
ELAIR RUGS	90	Supplies retailers in more than 20 countries, with 50% of exports generated through its B2B e-commerce site								

30 Plimsoll Productions 95.13% TV show producer

This Bristol firm has worked on more than 50 television and internet series, producing content for all the main UK broadcasters, streaming platforms including Netflix, and American networks such as the Discovery Channel Its shows include Yellowstone Live which was watched in more than 170 countries – and Hostile Planet, hosted by Bear Grylls. Overseas sales hit £32.1m in 2019, under chief executive Grant Mansfield, 61. Plimsoll was valued at £85m that year, when private equity firm LDC acquired a minority stake.

31 Sabio 93.81%

Contact centre technology provider This company provides call centres for companies including Sainsbury's, Axa Assistance and Telefonica. The private equity firm Horizon Capital invested £50m for a majority stake in 2016, and Sabio - the Spanish word for wise - has since made six acquisitions, including the Spanish business Callware last year. Chief executive Jonathan Gale, 50, heads the London-based group, which has offices on three continents and customers in more than 50 countries. International sales hit £30m in 2018.

32 Leisure Pass Group 89.48% Tourism smartcard provider This company's smarte

Markets including America, China and Thailand boosted overseas sales to £29.2m for Radley + Co (No 40)

rental income, reached £26.1m in 2019. The group is led by chief executive Tim Rodber, 50, a former England rugby union international.

34 Havwoods 83.12% Hardwood flooring specialist

PwC's new office in Barangaroo, Sydney, was a recent project for this familyowned wooden-flooring firm. Founded in 1975 by Henry Whiley, the Lancashirebased company is now run by his son, Oliver, 65, and grandson Simon, 43. Overseas sales hit £8.2m in 2018, and last year, Havwoods opened its first showroom in Canada, adding to others in Europe, Asia, America and Australia.

35 Cult Beauty 81.26% Online beauty retailer

This company sells well-known brands such as Charlotte Tilbury and Drunk Elephant, as well as emerging labels such as Milk Makeup and Augustinus Bader. Co-founders Alexia Inge, 42, and Jessica DeLuca, 45, started the business in 2008 after growing frustrated with spending hundreds of pounds on ineffective products. The current cochief executive, Murray Salmon, 49, ioined in 2011. Overseas turno generated in Europe, Asia, America and the Middle East, grew to £51.3m in 2019, driven by social media campaigns and the acquisition of hard-to-find brands.

by chief executive Joe Frankel, 43, it has bases in America, Australia and Hong Kong and distributors worldwide, helping the company's overseas sales reach £11.4m in 2019. 38 Phoenix Cellular 80.33%

Mobile phone distributor

Brothers Marc and Paul Walters, 49 and 48, along with Andrew Dulla, 36, set up this Crewe-based firm in 2015 after spotting an opportunity in the growing second-hand phone market. Phoenix Cellular buys used Samsung and Apple handsets from around the world and checks that they work before selling them to networks, insurance firms and wholesalers across Europe. Exports

clients including independent cafes and

catering wholesalers. Founded in 2006

access to attractions from encounters with dolphins in Hawaii to historical tours of Rome. In 2016, the private equity firm Exponent bought the business for an undisclosed sum. The following year, it absorbed its American portfolio company Smart Destinations and acquired the New York Pass. In 2018, the company formed a partnership with the Chinese travel group Ctrip to capitalise on Chinese tourists visiting Europe. Overseas sales reached £252.5m that year. This year, Jon Owen, 46, took over as chief executive from Ted Stimpson, 53, who is now president.

33 The Instant Group 84.50% Outsourced office supplier

This London-based company helps businesses such as Jaguar Land Rover and American Express deliver their business strategy by organising managed office space worldwide. It also runs a listings website for flexible office space, co-working and serviced offices in more than 2.200 cities across the world. Overseas turnover, which includes some

36 St Pierre Groupe 81.18% Bakery products provider

This Manchester firm supplies more than 200m bakery products a year, including Paul Hollywood ready-to-bake rolls. Founders Jeremy Gilboy, 61, and Paul Baker, 50, have overseen expansion into America, where demand for its European-style bakery products helped overseas sales reach £35.3m in 2018. Last year, it rebranded from Carrs Foods to St Pierre Groupe and secured a £6.5m investment from BGF

37 Vegware 81.12%

Compostable packaging manufacturer Eco-friendly cutlery, coffee cups and thermal bags to keep toasties warm are among the compostable packaging products made by this Edinburgh firm. It uses plant-based materials such as wood pulp and sugar cane, and supplies

40 Radley + Co 79.11%

Handbags and accessories brand Known for its distinctive Scottie dog logo, the London-based Radley ships its handbags and purses to 48 countries. Last year it doubled revenues to £19.2m in America, where it sells through the shopping channel QVC and the department store Macy's as well as online. Other key markets include China, Thailand and Australia, boosting total overseas sales to £29.2m. The business is led by chief executive Justin Stead, 52, and majority-owned by the private equity firm Bregal Freshstream.

41 TransferWise 77.20%

International payments provider TransferWise's currency exchange platform bypasses the traditional international bank-payments system to charge lower fees to its 6m customers, who transfer £4bn a month. Last year's

* Supplied by the company † Annualised figure ‡ Companies with at least 10% of exports generated from e-commerce

Fast, green and on demand is what customers want

Concern for the environment and a flair for service are opening new markets



Successful international exporters are always on the lookout for new opportunities. A consumer trend in one country can create a market out of the blue; a change in regulations in another may mean that a new set of business services are quickly in hot demand.

But what deeper, underlying trends are likely to drive overseas sales for International Track 200 companies in the 2020s and beyond?

One trend is so widespread that it's hidden in plain sight. Business

people are consumers too, and as consumers they are now used to enjoying perfectly executed services ordering products quickly via their phones, with convenient delivery and brilliant customer service. Seamless buying

experiences are increasingly expected in the business-tobusiness arena too – and in international trade, offering them provides a valuable commercial advantage.

Take Edinburgh-based Vegware (No 37) – a DHL business-to-business customer whose compostable cutlery, cups and takeaway containers are made from plant-based materials. Strong sales to the world's largest contract caterers and distributors helped expand its exports

from an annualised £3.5m in 2017 to £11.4m in 2019. "There is no doubt that

demand for shorter lead times and next-day delivery expectations have grown as a result of consumer expectation," says its

founder, Joe Frankel. "This has carried over into the business sector, with a move to just-in-time deliveries seen across many industries and fast becoming the norm in our own."

Sustainability is itself an extraordinarily influential trend, with businesses under pressure to make their supply chains greener and show tangible reductions in their carbon footprint. "Vegware is now sold in

70 countries," says Joe, who launched the firm after seeing a spoon made from corn and potato at a San Francisco farmer's market. "We help food service

establishments meet their sustainability goals, and also offer expert waste support. "We are seeing major

growth around the world as communities, cities and countries ban polystyrene foam containers, with a fresh wave of interest from European clients ahead of the EU directive on singleuse plastics.

At DHL we are striving to



Joe Frankel, founder of Vegware (No 37), has seen exports for his compostable goods soar to £11.4m in 2019

be carbon-neutral by 2050 and already have clean transport solutions in place, including our GoGreen logistics option for companies looking to offset their carbon footprint, and our fleet of electric vans.

The rapid evolution of e-commerce, whether business-to-business or business-to-consumer, is another key trend to stay attuned to, with incredible export opportunities awaiting UK companies. Businesses such as Cult Beauty (No 35) and Bulk Powders (No 113) are thriving in this space.

Sigma Sports (No 6), which sells cycling and triathlon gear worldwide, was launched in 1992 as an accessories shop in Surrey. Co-founders, Jason Turner and Ian Whittingham, were among the first to sell heart

monitors to UK cyclists. Sponsorship has been a key part of its marketing plan, including lending a bike to Sir Bradley Wiggins when the Linda McCartney Racing Team folded in 2001.

Yet it wasn't until 2014 that Sigma began leveraging its reputation online to drive sales around the world – its exports grew to an annualised £7.2m in 2018.

"The exciting thing for us is that we have grown our international sales without doing any specific promotion or advertising. We created rich and unique content, so our customers found us organically," says Ian. "That said, we are about to start paid search activity in Europe and we are also internationalising our site with content in French, German and Spanish.

"Working with DHL Express has been a real game-changer for our international business and we are constantly amazed by the speed of delivery." Also driving future export

sales will be the increased longevity of populations. This will drive demand for medicines, gene-testing kits and smart home technology such as fridges that track expiry dates. Expect more

success for firms such as Cirencester's Corin Group (No 170) - which recently acquired Australia's largest manufacturer of hip and knee implants, and nearly doubled overseas sales from £59.5m in 2016 to £106.2m in 2018.

However post-Brexit trade arrangements are settled, there are sure to be new challenges for UK exporters. At DHL we are focused on helping exporters manage the practicalities of moving towards a new trading environment. We're working closely with EU and British legislators, highlighting issues that matter to our customers.

We will continue to provide International Track 200 companies with the tools they need to get ahead of the curve on global trends and seize the many opportunities available overseas. For now. congratulations to them all on a job well done.

Ian Wilson is chief executive of DHL Express UK & Ireland

48 Sian Wholesale 71.08% **Consumer goods supplier**

Led by managing director Andrew Klimcke, 42, this Surrey-based business distributes health and beauty goods and pharmaceuticals to more than 65 countries. Its products span more than 4,000 lines, and its markets include Europe, Africa, the Middle East, the Far East and America. International sales hit £23.5m in 2018.

49 Wireless Logic 70.07%

Technology platform provider This Berkshire firm's technology enables wireless transmission of data from devices such as vehicle trackers, card payment systems and CCTV cameras. It has more than 3.5m subscribers in 60 countries, and international sales reached £18.8m last year. In July 2019, it acquired the French business Matooma, having bought the Dutch firms M2MBlue and SIMPoint earlier last year. Wireless Logic is led by chief executive Oliver Tucker, 57, and majority-owned by Montagu Private Equity.

50 Wilsons of Rathkenny 68.98% Car and farm equipment dealer

Livestock dealer John Wilson founded Wilsons of Rathkenny in 1964 to sell farm machinery. Today, the Co Antrim company is run by his sons John, 57, and Darren, 48, and has expanded into car dealerships for the Nissan, Kia, Seat and Vauxhall marques. Including agricultural vehicles, such as Weidemann forklift tractors and Gianni Ferrari lawnmowers, international sales topped £1.6m in 2018.

51 Revolution Beauty 68.86%

Beauty products retailer Mid-market prices and social media influencers such as Khloé Kardashian have helped make this Kent firm's beauty products a hit in countries including America, Germany and Turkey. Joint chief executives Adam Minto, 49, and Tom Allsworth, 54, launched their first product in 2014 and sold a minority stake to the private equity firm TSG Consumer Partners in 2017. Customers in more than 140 countries helped overseas sales reach £76.3m in 2018.

52 Davies Group 67.38% Specialist professional services This firm started life in Lloyd's insurance market in 1968 and provides outsourced operations and consultancy services to insurers. Led by chief executive Dan Saulter, 41, it has expanded into Ireland, Bermuda and North America, and a string of acquisitions boosted international sales to £13.9m in 2019. The group is majority-owned by the American private equity firm HGGC, which sold a minority stake to the Canadian fund manager AIMCo last year.

53 Ancasta Group 67.31%

Boat retailer Named after a Celtic goddess, Ancasta sells about 500 boats a year, including Beneteau and Prestige yachts and Lagoon catamarans. It also offers rigging, refit and repair at its premises in Marseilles, Mallorca, Andalusia and Barcelona. The company has a specialist

Nurseries operator Busy Bees (No 67) entered the American market last year when it bought 19 nurseries in Connecticut. International sales hit £161.2m in 2018

company Communisis. The Somersetbased group runs a security printing operation in Birmingham and produces packaging and labelling for retailers and pharmaceutical firms. Expansion into developing markets such as Botswana and Ghana helped exports reach £5.3m in 2018.

56 Antal International 66.01% Recruitment consultancy

GSK, Accenture and Merck are among the clients of this London-based recruitment consultancy. Founded in 1993 by Tony Goodwin, 58, Antal has a network of more than 150 offices in 35 countries and credits its rapid growth to a franchise model that has seen it expand into developing markets such as Russia and India. The company's overseas sales - including franchise fees - hit £19.5m in 2018.

57 Sahara Presentation Systems 66.00%

Audiovisual equipment supplier This Kent firm can trace its history to 1924, when it sold typewriters. Now led by brothers Kevin and Nigel Batley, 65

partnership with the university's management college, this consultancy provides tailored economic analysis of hundreds of countries, industries and world events, from Brexit to the US-China trade war. It has invested heavily in the technology behind its forecasting models, which clients can access through subscription services or one-off payments. Subsidiaries and sister companies on six continents boosted overseas sales to £18.8m in 2018, under chief executive Adrian Cooper, 55.

60 CloserStill 64.43% **Exhibition organiser**

This London company produces more than 50 trade shows a year for the technology, medical and healthcare sectors. Chairman Phil Soar, 72, heads the group, which has offices in Europe, America, Hong Kong and Singapore. In 2018 the business made three acquisitions in America, boosting international sales to £24.3m. The private equity firm Providence Equity Partners bought CloserStill for a reported £340m at the end of that year.

director Andy Talbot, 40. The Cheltenham company secured an £8m investment from BGF in December and plans to expand in America this year.

63 QBS Software 62.12%

Software delivery platform This London-based platform delivers enterprise software on behalf of more than 9,000 publishers, such as OpenText, Smartsheet and DocuSign, to thousands of European clients through a network of 4,000 partners. It was bought in 2018 by chief executive Dave Stevinson, 49, and has since expanded overseas with the acquisition of its French counterpart Siener Informatique and the Lithuanian software distributor UAB Laknova. International sales hit £10.2m in 2019.

64 Phaidon International 61.68% **Recruitment consultancy**

This group was founded in 2004 to serve the financial services industry and has since expanded to operate through five niche brands in sectors such as life sciences, technology and engineering. The London-based firm has 10 overseas offices, including six in America, and international sales hit £82.9m in 2018. Chief executive Harry Youtan, 34, oversaw the firm's acquisition by Quilvest Private Equity that year.

Other brands in its portfolio include Tango Ice Blast and Fanta Frozen. Exports hit £10.2m in 2018, under managing director Mark Peters, 61, the founder's son.

67 Busy Bees 59.13%

Nurseries operator Led by chief executive Simon Irons, 57, this Staffordshire business cares for more than 57,000 children in 640 nurseries worldwide. In 2018, the group acquired 42 nurseries in Australia, helping international sales reach £161.2m. Last year, Busy Bees entered the American market when it bought 19 nurseries in Connecticut. It also expanded in Europe with the acquisitions of the Italian childcare provider Doremi and 21 nurseries around Dublin.

68 Niftylift 58.95%

Lift manufacturer Engineer and Niftylift chairman Roger Bowden, 72, founded this company in a garden shed in 1985. The Milton Keynes firm designs and makes mobile hydraulic work platforms such as cherrypickers and access lifts, which it sells throughout Europe, America, the Far East and Middle East, Australia and South Africa. International sales reached £93.8m in 2018, under managing director John Keely, 59.

Founded in 2002 by three friends -Oliver Castle, 43, James Rogers, 45, and Nick Godson, 44 – it operates from 12 locations around the world and

recorded international sales of £66.3m

71 Smith Anderson 58.36%

in 2018.

ROB SMALLE

Paper bag manufacturer Founded in 1859, this Fife company says it is the UK's largest paper bag manufacturer. It produces 60m paper bags a week for food outlets, pharmacy chains and distributors across Europe. In 2018 chief executive Michael Longstaffe, 57, established a Polish joint venture, and overseas sales hit £5.1m. Last year Smith Anderson signed threeyear deals with McDonald's and Burger King, together worth more than £50m.

72 G2V Recruitment Group 57.05% Recruitment consultancy

This London-based recruitment agency was founded in 2004 by chief executive James Gorfin, 46, and managing director Simon Gillings, 43. The business comprises two companies – g2 and Vivid Resourcing - which recruit for industries including technology, life sciences and engineering. The group operates from nine offices, including three in America. International sales rose to £27.5m in 2019.

73 Dormole 56.78%

Tool distributor Headquartered in Dartford, Kent, this tool supplier's stockholding exceeds £50m and includes more than 30,000 products across 250 international brands, including DeWalt, Stanley and Bahco. Retailers can buy hand and power tools and hardware products from its 12 depots or online. In 2018 it acquired Dublin-based Tucks O'Brien and Tucks Fasteners & Fixings for an undisclosed sum. International sales hit £26m that year, under chief executive Wayne Flory, 51.

74 Redwood Technologies Group 56.00%

Communications tech provider

Brothers Sean and Martin Taylor, 51 and 48 respectively, combined their software and business expertise to launch Redwood in 1993, helping telecoms firms to develop automated voicemail and call-routing services. Today, the company, which has its headquarters in Berkshire, enables clients, such as Tui and VodafoneZiggo, to communicate with a large volume of customers using its automated artificial intelligence and cloud-based platforms. Expansion in America and Japan has complemented its European footprint, hoisting overseas sales to £8.3m in 2018.

75 ASM Technologies 55.50% IT channel provider

ASM provides software and hardware to systems integrators such as IBM, Fujitsu and BT. It was founded in 1992 by joint managing directors Roger Smith, 50, and Graham Aspinall, 49, and trades in 36 countries. The Cheshire firm also has offices in Düsseldorf and Paris, and a large contract with the French company Atos – the IT partner for the Olympics and the BBC – boosted international



racing boats business, which it has expanded to New Zealand. Overseas sales topped £13.5m in 2018 under managing director Nick Griffith, 54.

54 Element 66.75%

Testing services provider Element's 188 laboratories worldwide test the safety and compliance of materials used in sectors such as aerospace, transport and oil and gas. Founded in 2010, the London business bought its British rival Exova in 2017 for £620m and opened aerospace labs in Shanghai and South Carolina in 2019. The acquisitions of the American companies MTC and Orbit and Germany's Vohtec helped overseas sales reach £500.9m in 2018. Jo Wetz, 43, took over as chief executive from Charles Noall, 60, in December last year.

55 Integrity Print 66.69% Printer

Integrity Print was formed in 2008 when managing director Mark Cornford, 54, led a £12.8m buyout from the printing

and 62 respectively, it supplies audiovisual products from brands such as Epson, Hitachi and Panasonic. The company also makes touchscreens, under the brand Clevertouch, which are distributed internationally for use in education. Overseas sales reached £36m in 2018, and Clevertouch has recently launched an American business.

58 Audley Travel 65.57% Tour operator

Founded in 1996, this upmarket tour operator began by running guided visits to Vietnam and offers tailor-made trips to more than 80 countries. Headquartered in Oxfordshire, Audley Travel opened an American business in Boston six years ago. In 2018, international sales climbed 58% to £74.8m. Nick Longman, 51, who became chief executive last year, is a former UK and Ireland managing director of Tui.

59 Oxford Economics 64.55% Economic research consultancy

Set up in 1981 by John Walker, 70, in

61 Spectrum Medical 64.20% Medical device developer

Spectrum Medical is best known for its Quantum range of perfusion systems, used during heart surgery, but the medical device manufacturer also has a line of clinical information software and a new business in Italy providing disposable sterile products. Co-founded in 2006 by serial entrepreneur Steve Turner, 60, the Cheltenham company sells to hospitals in countries from America and Germany to New Zealand and Australia. International sales topped £19m in 2018.

62 Off-Piste Wines 64.00% Wine distributor

This wine wholesaler is behind the brands Most Wanted, PinotPinot and The Signal Post. Founded in 2006 by joint chief executives Anthony Fairbank, 56, and Paul Letheren, 52, it supplies Tesco, Spar and the Scandinavian retailer Alko, among others. Rising demand in Europe drove exports to £2.9m last year, under managing

65 Brogan Group 60.48% Scaffolding contractor

Skyscrapers such as Dubai's 2,720ft Buri Khalifa and London's "Walkie Talkie" have been built with the help of this Hertfordshire business, which provides scaffolding, hoists and mast climber equipment. Founded in 1988 by managing director James Brogan, 62, it posted international sales of £12.6m in 2018, thanks to projects in the UAE – its main overseas market - and Ireland.

66 Slush Puppie UK 59.98% Frozen drinks distributor

The Slush Puppie syrup and ice drink was created in Ohio in 1970. In 1974, Ralph Peters, 89, brought the concept to Britain, selling under licence. The High Wycombe firm has since sold more than 175bn Slush Puppie cups across Europe.

69 Pureprint Group 58.73% **Printing services provider**

This East Sussex firm delivers printing and marketing services to more than 100 countries. It works with more than half of the FTSE 100 and produces tickets and programmes for golf tournaments on the European Tour as well as the Ryder Cup in France in 2018. Overseas revenue hit £9.7m that year, generated mainly in Europe and America. Chief executive Mark Handford, 54, heads the business, which was founded by his great-grandfather in 1926.

70 Oliver James Associates 58.70% Recruitment consultancy

Some of the world's largest financial and professional services firms use this Manchester-based recruitment agency.

sales to £7.9m in 2019.

76 Origin 55.44% Door and window manufacturer

Luxury aluminium sliding doors and windows are manufactured in High Wycombe and Florida by this family business, founded in 2002 by cousins Neil Ginger, 46, and Victoria Brocklesby, 39. The company made its international debut in 2011 when it set up a showroom in Dubai. Overseas sales reached £3.9m in 2018, driven by a 52% rise in American revenues to £3.8m.

77 AC Group 54.26%

Construction services provider Chief executive Andrew Laing, 51, set up this Bedfordshire construction firm in 1987. Now operating across Europe, AC Group specialises in data centre builds as well as waterproofing and cladding work. International sales reached £41m last year, thanks to projects in Scandinavia and the growth of its office fit-out business, particularly in Germany and Spain.

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ORACLE NETSUITE

INTERNATIONAL TRACK 200

78 Nexus Underwriting 54.11% **Underwriting agency**

Founded in 2008 by chief executive Colin Thompson, 46, this London firm's insurance products range from trade credit and political risk to accident, health and marine cover. Nexus received private equity backing in 2014 from BP Marsh. Acquisitions - including Malaysia's Huntington Underwriting in 2018 – have helped fuel expansion. Its eight overseas offices across Europe, America and Asia lifted international sales to £7.6m in 2018.

79 VSI Group 53.70%

Language services provider Founded in 1989 by managing director Norman Dawood, 62, VSI provides translation, dubbing and subtitling services in more than 60 languages. Its clients include broadcasters, on-demand platforms, media agencies and corporations. Based in London, VSI generated international sales of £43.2m in 2018, and last year it expanded into South America with the acquisition of Argentinian business Civisa Media. The group now operates from 24 studios across Europe, the Americas and the Middle East.

80 Gama Healthcare 53.69%

Antimicrobial product distributor Searching for a way to combat hospital-acquired infections, doctors Guy Braverman, 40, and Allen Hanouka, 46, developed wipes that clean and disinfect surfaces, instruments and all areas of the body. Their Watford company now supplies NHS hospitals and exports to 60 countries. The firm has offices in Australia - its biggest overseas market - and China, which helped exports reach £13m in 2019.

81 Yours Clothing 53.22%

Plus-size clothing retailer Founder Andrew Killingsworth, 58, started this business from a market stall. The retailer now has more than 160 shops in the UK, one in Ireland and four in Germany. It also runs 14 e-commerce sites and ships to more than 90 countries, boosting international sales to an annualised £9.9m last year. The company moved to its new £4m headquarters in Peterborough in 2018.

82 ACC Aviation 52.70%

Business services

Aviation services provider Global airlines, DJs and football teams are just some of this Surrey company's high-profile customers. Founded in 2002, ACC Aviation provides aircraft leasing and chartering, and also manages the refurbishment of aircraft interiors. Following its buyout by YFM Equity Partners in 2014, expansion into Asia, Africa and America helped overseas sales reach £129.8m in 2018. Last year, ACC bought a Dubai-based aviation consultancy to broaden its services to airlines. Philip Mathews, 53, and Phil Aird-Mash, 44, are chief executive and chairman respectively.



Ian Stewart, front centre, co-founder and president of Done + Dusted (No 88), has seen his company work on a number of high-profile events, including the Emmys

83 Adare International 52.43%

Marketing services provider This firm provides marketing services from 66 locations across six continents. It works with more than 50 brands, including Coca-Cola, which awarded it a €240m contract in 2017 to supply promotional goods and printing services across Europe. Previously part of Adare Group, Adare International became a standalone company in 2017, led by chief executive Andrew Dutton, 48, and owned by private equity firm Endless. Overseas sales grew to £143.8m in 2018, boosted by expansion in Latin America.

84 Austin Fraser 52.38%

Recruitment consultancy Peter Hart, 39, and Derek Simpson, 43, launched this recruitment consultancy 13 years ago in Reading. The company places staff in the technology and life sciences sectors. Last year, international sales hit £25.2m and the business opened bases in Hamburg and San Diego, bringing its total to seven offices across Germany and America.

85 Emerson & Renwick 51.42%

Production machinery manufacturer Founded in Accrington, Lancashire, in 1918, this company manufactures wallpaper printing machinery. It also makes machines that print electronic devices, such as thin-film transistors. Its Genesis vacuum coating platform, which deposits metal and metal oxides to the nano level onto various materials, has won a string of overseas orders. More than 90% of its products are exported,

Consumer goods

helping international sales reach £34.2m in 2018, under chairman David Bryant, 50, and managing director Ben Clements, 47.

86 Natures Menu 51.12% Pet food manufacturer

This Norfolk company exports its raw pet food to 26 countries from a £17m factory, which started production in 2017. The following year, the firm generated exports of £3.7m and launched its premium brand - True Instinct - at Crufts. Managing director Craig Taylor, 53, owns 50% of the business, with Spanish pet care company Affinity holding a non-controlling 50% stake.

87 Xcede Group 50.95%

Recruitment consultancy This London recruiter helps the likes of Facebook, Deliveroo and British Gas to fill vacancies in their digital teams. It added to its operations in Stockholm by opening an office in Berlin last August to meet demand in Europe's fastest-growing tech hub. Overseas turnover hit £1.6m in 2018, under founder and chief executive William Jacques, 45. Last month, it merged with two other technology recruiters to form the TechStream Group.

88 Done + Dusted 50.90% TV and events producer

The London 2012 Olympic Games opening ceremony, the Emmy awards in Los Angeles and Victoria's Secret fashion shows are among the live events to have been staged or filmed by this production company. Founded in 1998 by friends

Hamish Hamilton, 53, Ian Stewart, 58, and Simon Pizey, 57, Done + Dusted has offices in London, California and Abu Dhabi, and has filmed events on six continents. International sales hit £75.2m in 2018.

89 Euro Food Brands 50.82% Food and drink distributor

Founded in 1991 by chief executive Stephen Barlow, 63, this Northampton firm is the sole UK and Ireland distributor of international food brands such as Hershey's chocolate and Barilla pasta. It also advises on product trends, packaging and design. Customers range from small independent coffee shops to supermarkets, including Tesco. Irish growth in impulse buys and long-shelflife foods, such as pasta, helped overseas revenue hit £7.5m in 2019.

90 Selwood 50.63%

Pump manufacturer This Hampshire company's lowemission pumps have been supplied to contractors working on the Paris Métro expansion project. It provides pumps and other plant for the construction, environmental and water industries, from 26 branches across the UK. It also has a network of distributors spanning six continents. In 2018, its £10m acquisition of water-treatment operation Siltbuster helped international sales reach £8.2m. Richard Brown, 52, took over as chief executive from Chris Garrett, 51, in December 2019.

91 Silbury 50.47%

Food ingredients supplier Based in Banbury, Oxfordshire, Silbury is led by David Page, 50, and Dave Savage, 62, and produces pizza ingredients such as tomato paste, oils and meat toppings. It also has a stake in the Portuguese tomato processor HIT Group, Custom include high street pizza chains, retail brands and food manufacturers in the UK and Europe. International sales grew to £6.2m in 2018, following Silbury's 2016 merger with Portal Foods, a fellow shareholder in HIT Group.

the simple aim of improving the quality of life at work. European operations enable it to source produce locally for overseas customers instead of exporting from Britain. International sales hit £14.1m in 2018.

99 Phil McIntyre Entertainments 48.40%

Entertainment promoter and producer Producing, promoting and representing acts since 1974, this eponymous business has a niche in comedy, musicals and arena tours, as well as a related TV production and management business. The group promotes acts including John Bishop, Jason Manford and Ed Byrne. Founder and chairman Phil McIntyre, 69, oversaw international sales of £5.4m in 2018 after producing shows for customers such as Netflix.

100 John Good 48.11%

Logistics and corporate travel This family firm began life as a shipping agent in 1833. With offices in UK ports, John Good now helps customers transport goods - including chemicals, automotive parts and food - by air, sea and road. The Hull group also offers port agency services, warehousing and distribution, and corporate travel. In 2018, it spent £3.2m buying two UK freight forwarders - Connaught Air Services and Rewico. Overseas sales reached £13.8m that year, under managing director Alan Platt, 50.

101 Claranet 47.63% IT services provider

Founded in 1996 by Charles Nasser, 50, this company helps more than 6,500 businesses - such as Chanel in France run their cloud, networking, cybersecurity and unified communications services. Based in London, Claranet has 24 offices and 43 data centres worldwide. Acquisitions, including Italian cloud specialist Xpeppers and Dutch IT firm Quinfox, helped overseas sales hit £251.5m in 2019.

102 Mark Allen Group 46.85%

Publisher and events organiser Mark Allen, 75, founded this Londonbased publishing and events group with two journals in 1985. It now owns almost 100 publications and runs 200 events and exhibitions a year across diverse sectors including medicine, manufacturing, technology and music. It also offers professional development training in healthcare and education. Chief executive Ben Allen, 45, oversaw international sales of £12.5m last year.

103 MJ Sections 46.84%

Aerospace components engineer Founded in 1979, this West Midlands company started with two people and a metal rolling mill. Today, MJ Sections supplies sheet metal fabrications and machined components for the worldwide aerospace industry, and counts Rolls-Royce, Airbus and GE Aviation among its customers. International sales reached £10.4m in 2018, under managing director Paul Jordan, 56, whose father, Malcolm, cofounded the company.

104 BVG Group 46.60% Mail order retailer

6

SECTOR BREAKDOWN OF THE INTERNATIONAL TRACK 200



92 Smyle 50.31% **Creative agency**

Samsung, Salesforce and Twitter are among the clients of this London and Hertford-based creative agency, which specialises in live events and video production. Events include the 2018 Ryder Cup opening ceremony and multiple projects for clients at Mobile World Congress in Barcelona and the World Economic Forum in Davos. Cofounders Rick Stainton, 46, and Matt Margetson, 45, sold a majority stake to private equity firm Rockpool in 2018, and international sales hit £16.6m the following year.

93 Edge Worldwide Logistics 49.99% Logistics services broker

This family-owned logistics broker is led

Derbyshire, with managing director Tina Carswell, 48, at the helm. International sales rose to £1.6m in 2019, helped by a wider range of products, including a V&A-inspired collection.

by Philip Edge, 36, who is the son of

sea, air and road movements for its

customers, which include chemical

founder chairman Alan Edge, 70. The

Salford company specialises in arranging

producers and food retailers such as the

supermarket chain Iceland. EWL has a

base in Thailand and launched a joint

International sales hit £9.8m in 2019.

94 CAE Technology Services 49.63%

This Watford firm designs, implements

and supports IT infrastructure for global

retail, media and finance brands, such as

Mulberry and Merlin. It partners with

Cisco, Dell and Microsoft and its sales

topped £100m for the first time in 2018.

Chief executive Justin Harling, 46, and

chief operating officer Richard Behan,

41, acquired the business in November

that year. CAE exports to more than 30

countries and overseas sales hit £13.7m

95 Specialist People Services 49.55%

This Bradford-based group provides

staffing and HR services to the logistics

2012, when it launched its Driver Hire

business in Australia. It now has offices

international sales reach an annualised

£16m last year. SPS is owned by private

This business supplies contemporary,

125,000 sqft warehouse in Hadfield,

traditional and "shaggy" rugs to retailers

across the world. A family business since

in five Australian cities helping

equity firm LDC and led by chief

executive Chris Chidley, 59.

1984, it now operates from a

96 Flair Rugs 48.99%

Rugs supplier

and rail sectors. It expanded overseas in

Recruitment consultancy

venture in Vietnam last January.

IT reseller

in 2019.

97 Grenade 48.77% Sports nutrition brand

Professional athletes, fitness enthusiasts and military personnel in more than 100 countries consume Grenade's sports performance and low-sugar bars and drinks. In 2017, private equity firm Lion Capital acquired a majority stake in a deal that valued the firm at £72m. International sales reached £13.5m in 2018, boosted by an increasing brand presence in America. Co-founder and chief executive Alan Barratt, 43, heads the Solihull-based business.

98 Fruitful Office 48.48%

Fruit delivery service This company supplies fruit baskets to thousands of workplaces across Ireland, Germany and the Benelux region. Daniel Ernst and Vasco de Castro, both 43, set up the London-based firm in 2006 with

Based in south Wales and led by chief executive Iain Burgess, 48, BVG sells more than 30,000 consumer items, such as clothing, home and garden products and fishing tackle. It distributes 20m mail order catalogues a year and attracts 30m visits to its websites, which include the home and gardens specialist Waltons and clothing retailer Samuel Windsor. The company's distribution centres ship more than 100,000 orders a year to continental Europe and beyond, helping exports reach £10.8m in 2018.

105 Frank Recruitment Group 46.43%

Recruitment consultancy This Newcastle-based group opened an office in Chicago last month, its 21st worldwide. The expansion follows its 2016 buyout by private equity firm TPG Growth, which acquired a majority stake

in a deal reportedly valuing the company at just under £200m. International sales hit £164.4m in 2018, under chairman and chief executive James Lloyd-Townshend, 47.

Tech smooths the path of international expansion

Software can provide the control in a rapidly-changing business world



Click onto Vivobarefoot's (No 124) website and you'll find a treasure trove of tradition and innovation. There are slip-ons handstitched in Ethiopia from wild animal hide, and trainers made from algae recovered from the world's

waterways. The London-based ethical shoe firm was founded in 2012 by Galahad Clark – a seventh-generation member of the family behind Clark's shoes - and, boosted by expansion into northern Europe and America, it has seen international sales

reach £19.7m in 2019, a rise of £10m in two years.

"Ancient wisdom and modern technology are the essence of Vivobarefoot," Clark said, and the company has invested in software -I'm proud that some of it is Oracle NetSuite's – to help drive greater productivity and to expand internationally. This means it can easily

track production of its shoes in Portugal, Vietnam and Ethiopia, together with the performance of its website and its 24 stores and franchises across Europe, freeing up time for Vivobarefoot's staff to channel the creativity its customers love.

Having a single, integrated software platform is now essential to making the most of international business opportunities. That is, if you want to avoid headaches from reconciling financial information in multiple currencies, relating to territories governed by a wide range of regulations, at

the same time as managing complex international

distribution networks. It's a point well understood by Western Global (No 125), which makes portable tanks for industrial liquids and has operations on three continents. Based in Bristol, it began using NetSuite in 2014, when the business expanded internationally and needed an enterprise resource

planning system that would help integrate its multiple business units. "Access to real-time data

has reduced reporting requirements and streamlined operations," said Clem Connor, chief executive of Western Global. "It's also improved the ability of our UK-based management to respond quickly to business

opportunities globally.' The firm's international sales hit £36.6m in 2018, boosted by growth in America, its core market. Cloud-based systems, in particular, offer benefits for

international businesses.

While making acquisitions easier to integrate, they also smooth the process of setting up new enterprises in overseas territories. You create a new entity in your software platform, give relevant staff the URL and log-in details, and you're up and running.

True cloud-based systems also mean that processes can be changed instantly across an entire company when necessary. For example, if Italy changes its VAT rate, an adjustment can be made centrally on a company's system, avoiding a timeconsuming manual process involving many staff, while ensuring the business still complies with regulations.

Whether you are moving into new territories, or simply aiming to unlock growth where you already operate, an integrated software platform should be at the heart of your business. There are 26 Oracle

NetSuite customers in the 2020 International Track 200 league table, each



Galahad Clark has increased exports for Vivobarefoot (No 124) to £19.7m in 2019

building overseas sales rapidly under their own strategies - including fitness clothing retailer Gymshark (No 18, with export sales of £143.5m), lead generation firm MVF (No 112, £60m) and business finance provider iwoca (No 22, £6.5m).

These businesses have certain traits in common particularly the ability to apply data and insights to enhance decision-making. When it comes to data, it's not quantity but quality. Our research shows that 94% of people often feel

overwhelmed by the amount of data available and as a result they are unable to make an effective or wellinformed decision. Being able to zoom in on what's important, with a focus on execution, is vital. We're also increasingly

seeing technologies that were once viewed as cutting edge embedded in core business processes to help facilitate decision-making.

There is a lot of talk bout the future of artificial intelligence (AI) and how it will transform business. At Oracle NetSuite, we're focused on how AI can help reduce business pain today by, for example, predicting when goods shipments may be late or projects risk going over budget.

The world and its business environments now change faster than ever and adapting swiftly to changes can be the difference between success and failure.

At Oracle NetSuite, we are working with more than 19,000 organisations to help them grow, scale and adapt.

Congratulations to all the companies on this year's International Track 200 we look forward to working with many more of you.

Nicky Tozer is EMEA vice president at Oracle NetSuite

ORACLE NETSUITE

106 Amoria Bond 46.24% Recruitment consultancy

The idea for this Manchester-based recruitment consultancy came when co-founders Gareth Lloyd, 42, Daniel Daw, 42, and Nick Barrow, 45, were trekking in the Andes. It places technical and senior-level personnel in more than 40 countries, primarily within the technology and engineering sectors. T-Systems, Amgen and Siemens are among its global clients. Offices in Amsterdam, Cologne and Singapore helped overseas sales hit £51.9m in 2018.

107 Metropolis 45.98% Consumer and business media

Led by chief executive Robert Marr, 54, this London-based media group has made 20 acquisitions over the past 10 years, including a portfolio of brands from Centaur Media, bought last year for £5m. Metropolis publishes more than 35 business titles, including fashion magazine Drapers, and has diversified into paid-for and digital content, as well as live events. It also operates the consumer discount platform smartsave, which provides restaurant and attractions discounts in cities such as New York, Miami and London. International sales reached £10.5m in 2018.

108 Mivan 45.92%

Joinery and fit-out Cruise ships, the Bulgari Hotel and a luxury train are flagship projects of this joinery and fit-out specialist, led by managing director John Cunningham, 50. In 2014, the Co Antrim company was acquired by entrepreneur Brian McConville, 58, who also owns MJM Marine (No 155). International sales grew to £11.6m in 2018, boosted by its marine fit-out business, which serves customers such as Tui and Royal Caribbean. Mivan is branching out into research vessels, fitting out cabins and offices aboard the REV Ocean superyacht.

109 Ptarmigan Media 45.61% Financial media agency

This media agency, founded in 1993 by David Wiggin, 60, works with blue-chip clients including JP Morgan and AXA. Named after the bird, Ptarmigan specialises in media planning and buying for the financial sector and has offices in London, New York and Asia Pacific. In 2018, American revenues almost doubled to £40m, boosting total international sales to £66.9m.

110 Inside Travel Group 45.40% Tour operator

This Bristol firm's InsideJapan and InsideAsia brands offer small group tours and tailor-made individual trips throughout Asia, from trekking the cloud forests of Laos to bar-hopping in Tokyo. University friends Simon King, 44, and Alastair Donnelly, 43, set up the company in 2000 after teaching English in Japan. Overseas sales of package tours grew to £18.5m in 2018, bolstered by a strengthened marketing team and coverage of Japan generated by the Rugby World Cup and upcoming Tokyo Olympics.

111 Barron Wood Distribution 44.99% Transport broker

This freight broker was formed in 1993 by John Fairbrother, 58, and his brother David, 57. It works with small haulage firms and owner-drivers, using the return journeys of larger companies to offer competitive prices. The Prestonbased firm handles more than 4m pallets and delivers 170,000 consignments a year across the UK and Europe, helping overseas sales to reach £8.1m in 2018.

112 MVF 44.99%

Customer generation services Founded in 2009 by five friends, this London firm uses its in-house technology and marketing expertise to help more than 1,000 clients increase their customer bases. It operates in 45 countries and 30 languages, and in 2015 opened an office in Texas after private equity firm Bridgepoint acquired a 40% stake. Growing revenue from the Americas boosted overseas sales to £60m in 2019. The company is led by two of its co-founders: president Titus Sharpe, 45, and chief executive Michael Teixeira, 46.

113 Bulk Powders 44.78%

Sports nutrition brand Superfood powders, nut butters and vegan protein bars are among the health and performance products made by Bulk Powders. Fitness enthusiasts Elliot Dawes, 37, and Adam Rossiter, 36, started the Colchester firm in 2006, and now export more than 1,000 food supplements to Europe. International sales hit £22.5m in 2018, and last year the firm opened a 100,000 sq ft distribution centre in Poland.

114 Fundamental Media 44.73%

Financial media agency London-based Fundamental Media advises global fund management companies on how to market their funds to investors. It plans and buys media, and its services are backed by bespoke technology that provides fund marketing intelligence in more than 20 countries. International sales rose to £72.9m in 2018, boosted by strong growth in America and a new office in Sydney. Chief executive Angus Maclaine, 45, heads the firm he founded in 2003.

115 Lyle & Scott 44.55%

Fashion clothing retailer Founded in Scotland 146 years ago, this menswear brand is known for its knitwear and golf clothing embellished with a golden eagle logo. Now based in London, the company sells to retailers and distributors in markets including Holland and Sweden. It also sells goods via its website, five UK shops, and two franchise stores in Holland. International sales reached £23.1m in 2019, under chief executive Philip Oldham and owner Sue Watson, 66.

116 Optal 44.32%

Payment services provider Founded in 2002 by Rob Bishop, 63, this London-based firm specialises in single-use virtual bank account numbers used by travel, insurance, education and procurement firms to



make fast, secure payments to suppliers. International sales, which represent fees charged, leapt to £269.6m in 2018, boosted by its travel business in Hong Kong and Australia. Financial technology company WEX recently agreed to acquire Optal and payments firm eNett for \$1.7bn, in a deal expected to complete by the middle of this year.

117 Storm Technologies 44.14% IT reseller

Founded 20 years ago by managing director John Brooker, 52, this Watfordbased company provides hardware, software and IT services to clients across 45 countries, including the UAE and India. It has partnerships with vendors such as Cisco, HP and Dell, and a branch in Hungary that offers round-the-clock customer support. International sales reached £11.6m in 2018.

118 FatFace 43.54% Clothing retailer

A black run ski slope in the French resort of Val d'Isère, called La Face, inspired the name of this clothing brand, which was launched in 1988 by Jules Leaver, 55, and Tim Slade, 54. The Hampshirebased company has more than 240 shops across Britain and Ireland, and it is led by chief executive Liz Evans, 48, who is spearheading its expansion across America, where it now has 22 stores. International sales reached £15.7m in 2019. London-based Charlotte Tilbury Beauty (No 127) ships to 76 markets worldwide, helping exports reach £73.8m in 2018

119 Oil Consultants 43.48%

Recruitment consultancy This oil and gas recruitment agency works with clients and job candidates in more than 95 countries. Headquartered in Tyne and Wear in northeast England, it opened its first international office in Brisbane in 2012. It now operates from 10 overseas locations, including Houston, Dubai and Dammam in Saudi Arabia. In 2018, international sales reached £39.3m, representing 90% of total turnover. Chief executive Helen Smith, 57, heads the group.

120 M247 43.35% Internet and cloud services

Led by chief executive Jenny Davies, 42, this Manchester-based company provides internet connectivity and cloud services. The business started with internet service provider Metronet (UK), which bought two companies – M247 and Venus Business Communications – and then rebranded the group as M247. It works with more than 10,000 customers, including Laing O'Rourke and AO.com, across 110 countries. International sales surpassed £11.3m last year, boosted by the company opening an office in Romania.

121 Opus Talent Solutions 42.67% Recruitment consultancy

Founded in 2008 by Darren Ryemill, 43, this Bristol recruitment consultancy

123 Jellyfish 42.32%

Digital marketing agency Based in the Shard at London Bridge, Jellyfish provides digital marketing services, consultancy and training for global brands such as Toyota and Samsung. The acquisition of South African firm ClickMaven in 2017 helped boost international sales to £77.6m in 2019, under chief executive Rob Pierre, 46. Last November, the company sold a stake to French investment firm Fimalac in a deal that also saw data specialist Tradelab integrated into Jellyfish, valuing the combined group at £500m.

124 Vivobarefoot 42.16% Footwear manufacturer

and retailer This London firm's shoes

This London firm's shoes, which retail for up to £190, forsake conventional padding, resulting in a lighter design that mimics the foot's natural shape. The company has a focus on sustainability, offering a range of recycled and plantbased materials. Galahad Clark, 44 – who hails from the family behind Clarks shoes – founded the company in 2012 and has overseen expansion into northern Europe and America, boosting overseas sales to £19.7m in 2019.

125 Western Global 42.13%

Storage tank manufacturer This Bristol business manufactures portable storage and dispensing tanks for fuel and lubricants. It has operations on three continents, supplying goods to clients in the power generation, equipment rental and fuel distribution markets. International sales rose to £36.6m in 2018, boosted by growth in America, its core market. Last year, Clem Connor, 38, took over as chief executive from chairman Robert Critchley, 46.

eponymous cosmetics and skincare line in 2013. The London-based brand now ships to 76 markets and has overseas stores in the Middle East, Los Angeles and Hong Kong. It also sells through retailers such as TMall Global in Asia, and Nordstrom and Bloomingdale's in North America. In 2018, Sephora stores in the US, Canada and Europe began selling its products, helping exports reach £73.8m. Singapore and France were added in 2019 when total sales surpassed £225m.

128 Vohkus 41.61%

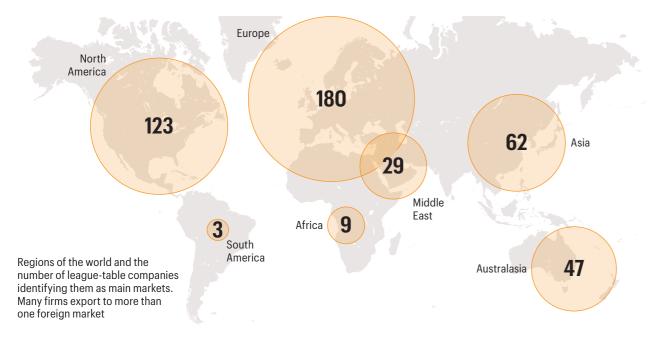
Technology provider The IT reseller has clients in 96 countries. Its export service ships and deploys products from some of the world's largest tech vendors, such as HP, and Microsoft, with an average delivery time of four days. The Hampshire firm is led by co-founder Ritchie Sharma, 50, who oversaw annualised international sales of £9.3m in 2019.

129 Lawton Tubes 41.51%

Copper tube supplier This fourth-generation family firm makes and distributes copper tubes for a wide range of applications, from supplying medical gas in hospitals to engineering at whisky distilleries and even plumbing at the Houses of Parliament. Under the leadership of Oliver and Giles Lawton, both 50, the Coventry-based firm generated exports of £14.2m in 2018, its centenary year.

130 John Cotton Group 41.45% Bedding manufacturer

MAIN MARKETS OF THE INTERNATIONAL TRACK 200 COMPANIES



specialises in the technology and energy sectors. Clients include the American conglomerate General Electric and German engineering group Siemens. Opus opened its first overseas office in Sydney in 2014, and has since added bases in New York, Amsterdam and Hong Kong. In 2018, Amy Golding, 34, took over as chief executive and international sales hit £31.7m.

122 Crafter's Companion 42.51% Craft products retailer

Sara Davies, 35, started this Co Durham firm while at university in 2005 after creating the 'Enveloper', a hand-held device for making envelopes for homemade cards. It now sells 4,000 craft items across 40 countries through websites, retailers, shopping channels and four UK shops. In 2018, it moved its American operations to a new 31,000 sq ft site in California, helping international sales rise to £20.3m in 2019. Since August, Davies has appeared as a panellist on the BBC's Dragons' Den.

126 Adaptavist 42.11% IT consultancy

Adaptavist helps large businesses and organisations, including Nasa, Siemens and the BBC, to optimise and automate their software development processes. The company works closely with Australian software firm Atlassian, and also offers consultancy and training. The London business has offices in North America, Spain, Estonia and Malaysia, helping overseas sales grow to £23.4m in 2018, under chief executive Simon Haighton-Williams, 46.

127 Charlotte Tilbury Beauty 41.94% Beauty products retailer

Founder Charlotte Tilbury, 47, make-up artist to celebrities such as Salma Hayek and Amal Clooney, launched her This family business, established in 1916, makes 10m duvets and 20m pillows a year under its Slumberdown, Snuggledown and John Cotton brands. The group also supplies recycled insulated packaging and home insulation, helping international sales rise to £62.2m last year. Thirdgeneration managing director Mark Cotton, 43, heads the group, which is based in West Yorkshire.

131 World of Books 41.35% Books and media reseller

This circular economy "recommerce" company recycles or resells more than 85m used books bought from charities and consumers every year. It trades via its own websites, which include World of Books and Ziffit, and through Amazon and eBay. Selling to more than 190 countries lifted exports at the West Sussex firm to £22.9m in 2018. Last September, Graham Bell, 45, took over as chief executive from co-founder Stephen Boobyer, 57.

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INTERNATIONAL TRACK 200

132 Purdicom 41.31%

Wireless network provider This Oxfordshire-based company supplies equipment for wireless networks used in schools, hotels and offices. Managing director Hugh Garrod, 59, founded the business in 2005, and demand for wi-fi access for smartphones and tablets has helped it expand overseas. Customers in Europe, Dubai and Russia boosted international sales to £3.2m in 2018.

133 A-Safe 41.26%

Safety barrier manufacturer This Halifax firm's flexible polymer safety barriers are used in factories by the likes of BMW and Unilever to protect staff and machinery. Its distinctive bright yellow products are also found in car parks and airports. Offices in 15 countries across five continents boosted overseas sales to £44.4m in 2018. Joint managing directors James Smith, 41, and brother Luke, 40, run the company, founded by their father in 1984.

134 Matchesfashion 41.22% Luxury fashion retailer

Luxury fashion retailer Husband-and-wife team Tom, 56, and Ruth Chapman, 58, launched this business with a single boutique in 1987. The retailer sells more than 450 luxury fashion brands online to 176 countries and in six London stores. Private equity firm Apax Partners bought a majority stake in 2017, valuing the group at a reported £800m, and exports rose to £295.2m in the year to January 2019. Amazon executive Ajay Kavan, 49, will join as chief executive next month.

135 Salt 41.06%

Recruitment consultancy Founded in 2009 by brothers Paul, 44, and Marco Schiavo, 39, this Londonbased recruitment agency serves global customers such as IBM, Google and Amazon. Salt has offices in eight countries and generated international sales of £14m in 2018, under chief executive Elliot Dell, 41. Last September, the company acquired Xpand, a recruitment firm with offices in Hong Kong, Melbourne and Singapore.

136 Simarco 40.86%

Logistics services provider This Essex-based logistics firm, cofounded in 1997 by Simon Reed, 53, above a Chinese restaurant, has seven distribution centres across England. Simarco transports goods by road across Europe and is a key player on the Iberian peninsula, while three acquisitions since 2014 have bolstered its sea and airfreight services. Clients include Rolex, Diageo and Bentley, and it is investing £10m in a 108,000 sq ft warehouse in Stoke-on-Trent to meet demand. Overseas sales reached £6.2m in 2018.

137 Firmdale Hotels 40.82% Hotelier

Husband-and-wife team Tim and Kit Kemp, 73 and 69 respectively, opened their first boutique London hotel in 1985. The business now has eight hotels in London and two in New York, with Kit designing the interiors. Overseas sales reached £53.2m in 2019, and the group plans to open a third hotel in New York, near the World Trade Center complex.



global companies communicate with investors, customers and other interested parties using its proprietary digital technology and brand marketing. Private equity firm ECI Partners acquired a majority stake in 2014, enabling the company to expand overseas. Offices in America, Europe and India, as well as the 2017 acquisition of Phoenix-based marketing agency Zog Digital, helped international sales rise to £22.4m in 2018. It is led by chief executive Don Scales, 64.

139 A-Gas 40.69% Chemicals and gases dis

waste chemicals and gases for resale. A-Gas operates in 12 countries and generated international sales of £182.8m in 2018, its 25th anniversary year. Growth has been boosted by acquisitions, particularly the 2018 purchase of Arthur Friedrichs Kältemittel in Germany. Chief executive Andrew Ambrose, 57, heads the group, which is majority-owned by private equity firm KKR.

140 Whitworth Group 40.47%

Flour miller This family firm has been milling flour defence, energy and medical sectors, and ships more than 3m products a year. Based in Kent, its main overseas market is Europe, where it supplies resellers and retailers such as Amazon. Exports rose to £10.5m in 2018.

144 Moneypenny 39.94%

Outsourced communications provider Founded in 2000 by brother-and-sister Ed Reeves, 51, and Rachel Clacher, 53, this phone answering service handles 15m calls and live chats a year for clients ranging from start-ups to multinationals. Moneypenny opened an office in South Carolina in 2015, and international sales rose to £2.3m in 2018. In November that year, the Wrexham business was valued at more than £100m after securing investment from private equity firm ECI.

countries. New products, including Valencian Orange Tonic Water, helped exports reach £15.6m in 2018. That year, Ian Bray, 56, became chief executive, appointed by Eldon Robson, 69, greatgrandson of founder Thomas Fentiman.

146 The Hut Group 38.51% Online retailer

DARREN GERRI

This Manchester business sells health and beauty products via 178 group websites backed by its proprietary technology, with brands including Myprotein and lookfantastic. In 2018, the group generated overseas sales of £607.9m and opened an 800,000 sq ft production and logistics centre in Poland. Last April, it acquired luxury Parisian haircare brand Christophe Robin, and in December, it raised £1bn in debt and equity funding. Founder and chief executive Matt Moulding, 48, heads the group.

147 Ligentia 38.03% Supply chain manager

Founded in 1996 by Nick Jones, 53, this Leeds-based business manages supply chains for the likes of John Lewis and Marks & Spencer. Ligentia has offices on four continents and its international sales reached £47.4m in 2018, with key markets including the Far East, central and Eastern Europe and Australia. In December that year, the company acquired Air & Cargo Services, creating a group with revenues of £150m.

148 Ennismore 37.95% Hotelier

Sharan Pasricha, 39, founded this hospitality group in 2012, buying The Hoxton hotel in Shoreditch, east London. Three years later, it acquired Scotland's five-star Gleneagles site, and it owns hotels in Amsterdam, Paris and America. International sales increased to £8.9m in 2018, and last October, it launched a hotel in Los Angeles, its ninth in The Hoxton series.

149 Sapphire Systems 37.86% Systems integrator

Established in 1993, this company provides financial and business management software for more than 1,000 clients worldwide, including Suzuki, Sadler's Wells and watch distributor Lumondi. In 2017, Sapphire acquired a supplier in Argentina to strengthen its presence in South America. The London-based firm also has offices in America, Mexico and Asia. International sales hit £13.5m in 2018, under chief executive Ian Caswell, 57. Last month the company announced an investment from private equity company Horizon Capital.

150 Autosmart International 37.73% Vehicle cleaning products

Venicle cleaning products Founded in 1979, this business makes car cleaning products in Staffordshire. It sells through more than 250 franchisees, which operate mobile showrooms across the UK, Europe and Australia. The company bought a majority stake in its Swedish franchisee in 2018, helping international sales reach £11.8m last year. Autosmart is run by managing director Sophie Atkinson, 55, who led a buyout from the founder in 2003.

151 Options 37.29%

Financial technology provider

one of the first to provide cloud

sector. It offers technology and

computing services to the financial

Founded in 1993 by Nigel Kneafsey, 44,

this London-based company says it was

consultancy services to more than 200

sales grew to £44.3m in 2018, with 95%

generated in America. Last month,

private equity firm Abry Partners.

Options secured investment from US

clients in over 20 countries. International

152 Peninsula 37.27% Employment law consultancy Peninsula provides employment, HR, and health and safety consultancy services to 75,000 companies around the world. The Manchester-based firm was started in 1983 by Betfred co-founders Fred Done, 76, and brother Peter, 73. It has offices in Ireland, Australia, New Zealand and Canada, and international sales reached £105.8m in 2019.

153 Xexec 37.17%

Employee engagement services Xexec runs staff benefits and customer reward programmes for companies such as JP Morgan, PwC and Bupa. As well as discount schemes, its concierge service procures flights, hard-to-get event tickets, hotel rooms and restaurant bookings. Former investment banker Jacqueline Benjamin, 47, and management consultant Saul Meyer, 44, founded the London business in 2000. International sales, which represent gross transactions, rose to £7.8m in 2018.

154 Nasmyth Group 37.10%

Precision component manufacturer Chairman and chief executive Peter Smith, 70, founded this engineering group in 2003. It makes components for the aerospace, defence and energy sectors and counts BAE Systems, Airbus, Boeing and Rolls-Royce among its customers. The Coventry-based company has 14 manufacturing operations in the UK, India and America, where it opened its new regional headquarters in California in 2018. International sales reached £23.9m last year, boosted by work that included a satellite transport system and an acoustic minesweeping project.

155 MJM Marine 36.22% Specialist joiner

Customers of this specialist joinery and fit-out business include Norwegian Cruise Lines, Royal Caribbean and Carnival Cruise Lines. The Co Down company was founded in 1983 by chairman Brian McConville, 58, who also owns Mivan (No 108). In 2018, MJM completed its first project in China and opened an office in Poland, helping international sales reach £92.5m. Last year, the company led the refit of the Norwegian Joy cruise ship, which had a team of 1,400 work while travelling from Singapore to Seattle over 49 days.

156 Cloud Technology Solutions 36.19%

Cloud IT developer Co-founded in 2008 by chief executive James Doggart, 48, and sales director Steve Dobson, 54, this Manchester-based firm has helped move the data of 11m users in 83 countries onto cloud-based products using its proprietary CloudM software. Since private equity firm NorthEdge Capital invested in 2018, CTS has opened an office in Frankfurt and bought Dutch data science and machine learning specialist Qlouder, helping overseas sales top £8.1m in 2019.

157 Ambassador Theatre Group 35.90%

138 Investis Digital 40.78% Digital communications provider This London business helps 2,000

Chemicals and gases distributor This Bristol-based business supplies refrigerants used to air-condition buildings and chill food. It also reclaims



Cleaning product maker Autosmart International (No 150) had exports of £11.8m

since 1886 but is at the forefront of milling technology, running an innovation centre at its Northamptonshire headquarters. Led by chairman Martin George, 77, the company acquired Carr's Flour Mills in 2016 for £36m and two Rank Hovis mills in 2018. Whitworth exports to food manufacturers and bakeries in Europe. International sales hit £31.5m in 2019.

141 Insights Group 40.35%

Employee development consultancy Inspired by the work of psychologist Carl Jung, this Dundee-based consultancy helps global brands such as Microsoft, LinkedIn and Philips implement employee development and training programmes. Founded in 1993 by Andi Lothian, 79, and son Andy, 54, the business has since increased its presence to more than 80 countries. In 2017, the group purchased Vidatec, formerly Dogfish, a web and app developer. Expansion into Asia helped international sales climb to £52m in 2019.

142 Next Ventures 40.16% Recruitment consultancy

Founded in 2001 by Richard Lacey, 49, and Darren Rosenfield, 46, this London recruiter places candidates skilled in business enterprise software, such as Oracle and SAP. It employs multilingual recruitment consultants and has opened six subsidiaries in Europe, America and Brazil since 2013. In 2018, international sales climbed to £47.5m, representing more than 80% of total turnover.

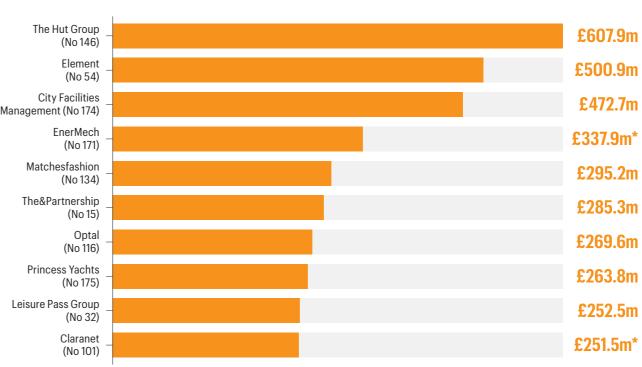
143 Simms International 40.01% IT distributor

Launched in 1990 by chief executive Andrew Henderson, 57, Simms supplies memory cards and data storage devices. It has customers in the aerospace and

145 Fentimans 39.28% Drinks manufacturer

This Northumberland company has been brewing soft drinks botanically for more than a century. Nine years ago, Fentimans started focusing on exports and it now sells to distributors in more than 80

TOP TEN FIRMS BY INTERNATIONAL SALES



*Supplied by company



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Sponsorship opportunities are available for this year's **International Track 200** awards dinner in April and associated alumni dinners, and for next year's programme, for Britain's private companies with the fastest-growing international sales.



The world's largest live-theatre group has almost 50 venues across Britain, America and Germany. Its West End and Broadway theatres are home to boxoffice hits such as The Lion King and Wicked. It also produces shows and runs a ticketing division. International sales hit £235.2m in 2019, helped by adding venues in Germany and America. The business is led by chief executive Mark Cornell, 53, and is majority-owned by Providence Equity Partners.





158 prosource.it 35.82% IT services provider

This company provides IT services, predominantly for oil and gas firms such as BP and Chrysaor. Based in Aberdeen, prosource. it has overseas offices in Houston, Dubai and Calgary and has worked in more than 25 countries. International sales reached £24.5m last year, under co-founder and managing director Stewart Proctor, 55.

159 Gravitas Recruitment 35.70% Recruitment consultancy

Founded in 2010 by Jonathan Ellerbeck, 44, Daniel Wallis, 41, and Alexandra Naylor, 40, this London-based recruitment consultancy places insurance, technology and banking professionals. Overseas offices in Hong Kong and Singapore boosted international sales to £5.4m in 2018. The firm serves clients including AIA, BNP Paribas and Prudential.

160 Cinesite 35.61%

Visual effects and animation Avengers: Endgame, Rocketman and The Addams Family are examples of this Emmy award-winning company's work. Cinesite produces visual effects and animations for the likes of Disney, Netflix and 20th Century Fox. It was founded in 1991 as part of Kodak before ch executive Antony Hunt, 58, led a buyout in 2012. The London firm has since acquired two studios in Canada and one in Germany, helping overseas sales reach £66.3m last year. In December, it secured \$112m in debt and equity funding from backers including Dutch investor Gryphion Capital.

Taron Egerton whips up the crowd as Elton John in Rocketman, which used visual effects from Cinesite (No 160)

exports to five continents. Overseas sales rose to £3.4m in 2018, under chairman and chief executive Jonathan Evans, 49.

164 adm 35.25%

Marketing services provider Brands such as Bacardi, Diageo and L'Oréal have partnerships with this firm to support the local rollout of global marketing campaigns. Chief executive Justin Barton, 56, led a management buyout of adm from its American parent company Polyconcept in 2014. The London-based business has 32 offices in 29 countries and overseas sales grew to £186.9m in 2018, accounting for more than 90% of total turnover.

165 GBA 34.95%

Logistics services provider This Preston company began life in 1987 when founder David Birkbeck, 52, bought his first van. It now operates more than 350 vehicles as part of a fleet that spans 16 locations across Britain and Europe. Its clients include blue-chip companies in the retail, automotive and pharmaceutical industries. Bases in Austria, Germany, Poland and Portugal boosted overseas sales to £18.8m in 2018.

169 Vision RT 34.05% Medical technology developer

If cancer patients change position during radiotherapy treatment, Vision RT's 3D imaging systems automatically pause the beam, helping to prevent damage to surrounding organs and tissues. Led by chief executive Norman Smith, 50, the London firm has more than 1,000 installations worldwide, helping exports reach £45.9m in 2018. Danish fund William Demant Invest bought a majority stake for an undisclosed sum that year. Last April, Vision RT acquired UK-based Aurora, a provider of facial recognition technology.

170 Corin Group 33.62% Orthopaedic parts maker

Based in Cirencester, Gloucestershire, this company manufactures cutting-edge orthopaedic implants and develops technologies to help provide customised treatments. In 2018, chief executive Stefano Alfonsi, 55, oversaw the sale of the business to private equity firm Permira. Corin then acquired Global Orthopaedic Technology, Australia's largest manufacturer of hip and knee implants. Overseas sales reached £106.2m that year, and in 2019, the group bought OMNI, an American surgical robotics firm. firm EPS Group, helping overseas sales hit £337.9m in 2018. In the same year, private equity firm Carlyle Group bought EnerMech from Lime Rock Partners in a £450m deal. Christian Brown, 50, took over as chief executive from Doug Duguid, 57, this year.

172 Cooper & Turner 33.40%

Industrial fastener manufacturer Back in 1912, this group made the rivets used in battleships and Ford's Model T cars. Today, the Sheffield business makes fasteners for applications such as wind turbines, skyscrapers and railways. In 2017, chief executive Tony Brown, 54, led a buyout backed by American private equity firm Watermill Group, which acquired a majority stake. Last year, international sales reached £59.7m and the company bought French firm Beck Industries, creating a group with 17 sites spanning four continents.

173 Autocraft Solutions Group 33.37%

Automotive engine manufacturer Since their 2010 buyout of ATC Drivetrain from its American parent company, Mike Hague-Morgan, 45, Steve Harris, 59, and Brian Barr, 56, have built this engineering group through acquisitions. It now has facilities in Lincolnshire, Birmingham and Northamptonshire and produces 20,000 engines a year for the likes of Jaguar Land Rover, Ford and Aston Martin. Three quarters of the engines are sold overseas, driving exports to £8.8m in 2018. Celtic FC, set up this Glasgow business with his wife, Susan, in 1985. It provides facilities management services predominantly to the retail sector, including supermarkets such as Asda, Walmart and Marks & Spencer. The company also installs and maintains air conditioning, electrical and refrigeration equipment. International sales rose to £472.7m in 2018, boosted by growth in America, southeast Asia and Australia.

175 Princess Yachts 33.15% Luxury yacht builder

Plymouth-based Princess Yachts, whose 3,000 staff build luxury yachts ranging from 35ft to 130ft, is majority-owned by L Catterton, a private equity fund backed by luxury goods giant LVMH. Its yachts are sold worldwide through a localised distribution network. Chief executive and executive chairman Antony Sheriff, 56, is leading a five-year, £100m investment programme and oversaw international sales of £263.8m in 2018.

176 Bee Health 33.10%

Food supplement manufacturer Originally a family-run beekeeping business, this vitamin and supplement manufacturer now produces 100m capsules and tablets a week at its group wear its clothing. International sales reached £6.4m in 2018, under managing director Ben Jones, 50.

180 Uform 32.61% Kitchen door supplier

Co-founder and chief executive Eamon Donnelly, 54, began selling kitchens when he was 17, before setting up this kitchen door and accessories company in 1993. The Co Antrim business now supplies more than 1,000 kitchens a week to independent retailers in the UK and Ireland. Last year, exports hit £10.6m and Uform secured investment from BGF, which took a minority stake.

181 Forsyths 31.96% Metal fabricator

Founded in the 1890s making stills for Scotch whisky, Forsyths diversified into oil and gas equipment in the 1990s. Projects include whisky stills for Japanese drinks conglomerate Suntory, and steelworks for Total's gas plant in Shetland. The Moray-based, family-run firm, led by Richard Forsyth, 68, and his son Richard E Forsyth, 40, has recently developed a mobile whisky distillery, and opened operations in Japan and Hong Kong to meet demand in Asia. Exports reached £12.4m in 2018.

182 Heyadey 31 93%

161 Priority Freight 35.51% Logistics services provider

Priority Freight makes time-critical deliveries to businesses in sectors such as automotive and aerospace. The Dover firm, founded in 1996 by Neal Williams, 49, says it arranges 150,000 deliveries a year and responds to client requests in less than 15 minutes. The company has overseas offices in four European countries, helping international sales reach £56.6m in 2018.

162 Argent Foods 35.34% Food supplier

This international food business operates in Europe, Australasia, North America and Africa. Led by chief executive David Gray, 60, the Londonbased group supplies fruit to supermarkets and meat products to the catering sector, including Michelinstarred restaurants. In 2018, international sales hit £140.5m, with 85% generated in continental Europe.

163 Ash & Lacy 35.30%

Building parts manufacturer Founded more than 150 years ago, this West Midlands manufacturer makes roof systems and façades for the construction industry. It also creates products for sectors such as automotive, aerospace and IT, including acoustic panels for the likes of Bentley and Rolls-Royce. Ash & Lacy has six sites across Britain and a facility in Cape Town, and

166 TopCashback 34.80% Cashback website

This Stafford-based company offers its 11m global members cashback and discounts from more than 10,000 retailers and says it completes 5,000 transactions a day over all websites. The business generates revenue from sponsored advertising, with the majority of overseas sales coming from America. It also runs cashback sites in India and China. International sales hit £33.7m in 2018, under co-founders Oliver Ragg, 49, and Michael Tomkins, 44.

167 SystemsAccountants 34.37%

Recruitment consultancy Founded in 1997 by chairman James Bradshaw, 48, this recruitment agency sources professionals with both financial and technology expertise. The Londonbased firm works with public and private-sector clients, such as Canon and Zurich, and has six offices across America and mainland Europe. International sales reached £12.7m in 2019, under chief executive Dean Turner, 51.

168 Lincoln & York 34.31% Coffee manufacturer

Founded in 1994 by managing director James Sweeting, 50, and Simon Herring, 55, and named after their home cities, Lincoln & York supplies private-label coffee blends to 10 European countries. It has more than 300 customers, including coffee-shop chains, independent outlets and specialist retailers. In 2017, it opened its first overseas sales office, in Poland. Exports hit £13m last year.

171 EnerMech 33.50% Engineering services provider

This mechanical and electrical services firm is headquartered in Aberdeen. It works on large-scale energy and infrastructure projects across 40 locations, including America and the Middle East. In 2017, it acquired Australian electrical and instrumentation

174 City Facilities Management 33.30%

ion Facilities maintenance provider Lord Haughey, a former director of



Under James Sweeting, Lincoln & York (No 168) has seen exports hit £13m

Bridlington factory. It sells to more than 40 countries, with growth in America and Europe driving exports to an annualised £1.6m in 2018. Founder Steve Ryan, 61, stepped down as managing director last year, handing over the reins to his son Lewis, 25.

177 END. 32.94%

Designer menswear retailer Founded in 2005 by university friends John Parker, 38, and Christiaan Ashworth, 37, END. has grown from a shop in Newcastle upon Tyne to a global online retailer of more than 400 designer brands such as Alexander McQueen. It is backed by private equity firm Index Ventures, which bought a minority stake in 2014. Last year's exports of £80.9m are set to be boosted by its new distribution centre near Newcastle.

178 Cobalt Recruitment 32.90% Recruitment consultancy

From a network of 12 global offices stretching from Auckland to Berlin, this recruiter places professionals in property, construction and financial services roles. Tim Rowe, 44, and Adam Walker, 48, established the Londonbased firm in 2001, and have signed up clients including American property management firm Cushman & Wakefield and Italian insurance giant Generali. International sales hit £21.3m in 2018.

179 Brook Taverner 32.87% Clothing supplier

This Keighley company traces its roots back to 1912, when founders Frank Brook and Walter Taverner began selling buttons to tailors. Today, Brook Taverner supplies corporate wear, ranging from suits and tweed waistcoats to knitwear and chinos. Staff at Audi, Sofitel hotels and the Swissport aviation

Steel systems manufacturer

This engineering group traces its roots to 1978, when David Milles, 77, founded Eminox to make steel exhaust systems. The Lincolnshire group now also includes Teconnex, a clamp manufacturer, and Ceramex, which cleans diesel particulate filters used in cars, trucks and off-road vehicles. Interprovider sales climbed to £87.6m in 2018, under the leadership of David's son, Will, 49. Opening sites in Romania and Mexico has boosted growth, as well as joint ventures in America and Asia, and the acquisition of Lincolnshire firms Hooton Engineering and CWM Automation.

183 the7stars 31.83% Media agency

Co-founded in 2005 by Jenny Biggam, 53, this firm takes its name from a London pub. It plans and buys advertising across Europe and America for clients including gaming firm Supercell, responsible for mobile games such as Clash of Clans. It is also a member of a network of media buyers that shares work across Europe. Overseas sales grew to £103.5m in 2019.

184 Reward Gateway 31.69%

Employee engagement services More than 1,800 companies across 23 countries use this company's software to help them engage employees through benefits, rewards and improved communication. The London-based firm has seen strong growth in America, boosted by new clients such as Lavazza North America, as well as the acquisition in 2018 of Brand Integrity, a firm in New York state. Overseas revenue hit £104.5m last year, under chief executive Doug Butler, 55.

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185 The White Company 31.65% Lifestyle retailer

Founded in 1994 by Chrissie Rucker, 51, after she struggled to find high-quality linen and tableware that was affordable, The White Company sells predominantly white bed and bathroom linen, home and dining accessories, and fashion. It opened a flagship store in New York in 2017, and has since launched a partnership with the American department store Nordstrom. International sales hit £18.3m in 2019, under chief executive Mary Homer, 61.

186 MNC 31.57% Media agency

This firm helps fast-growing brands such as Wren and Oak Furnitureland become household names. MNC plans and buys advertising, and also shapes marketing strategies for its clients. Founded in 1997 by Andrew McCutcheon, 54, the London firm set up an employee trust in 2016, which now owns 51% of the group. International sales hit £27.6m in 2018, boosted by contracts with American brands such as Wayfair.

187 County Milk Products 31.39% Dairy ingredients supplier

Founded in 1994 by John Langslow, 78, in partnership with a Dutch dairy trader, County Milk became 100% owned by the Langslow family in 2002. From its Cheshire base, the company supplies dairy ingredients such as milk powders and butter fats to food manufacturers in the UK and Europe. In 2018, exports hit £60.5m and the company started production at Oak Leaf dairy, a joint venture specialising in whey powders.

188 Solventis 31.38% Solvent distributor

Drawing on a background in chemical distribution, managing director David Lubbock, 60, founded this firm in Guildford, Surrey, in 2002. It imports petrochemical solvents and stores them in its Antwerp facility for delivery worldwide. It also makes aircraft deicing fluids at its Antwerp base through subsidiary Kilfrost Europe. In 2017, it bought the automotive solvents division of the German firm Haltermann Carless, helping international sales reach £165.7m the following year.

189 Cultech 31.26%

Dietary supplement manufacturer Husband-and-wife biotechnologists Nigel and Sue Plummer, 62 and 63 respectively, set up this dietary supplements manufacturer in Port Talbot, south Wales, in 1994. Its brands – Lab4 Probiotics, ProVen Probiotics and Vega Vitamins – are sold online and in pharmacies and health stores such as Boots and Holland & Barrett. It also makes private-label products for other



Founder Chrissie Rucker saw international sales at The White Company (No 185) hit £18.3m last year

companies. Overseas revenue reached £24.9m in 2018.

190 MPM Products 31.04% Pet food producer

This Manchester-based company sells pet products to more than 50 countries. Its brands include Applaws and Encore natural pet food, and Nature's Calling cat litter. Founded in 2002, MPM sold a majority stake to private equity firm ECI for £50m in 2016. International sales rose to £47.8m in 2018, boosted by growth in America and Asia. The business is led by chief executive Julian Bambridge, 47.

191 Broadland Drinks 30.76%

Wine producer and importer This Norfolk-based company imports and bottles wine, as well as creating its



192 Capital Hair and Beauty 30.71% Hair products wholesaler

Founded by Michael Vans Agnew in 1954 as a scissors-sharpening company, this family business is now run by his sons, Peter, 59, and Hamish, 62. The Brighton firm sells hair and beauty products to trade buyers across 60 stores and online. It opened its first in Ireland in 2010 and has since made two acquisitions, boosting its number of shops on the island to five. International sales rose to £4m in 2018.

193 Adder Technology 30.16%

IT hardware manufacturer Heathrow Airport and the Ontario Provincial Police are among the customers that use Adder's hardware, which allows users to control multiple computers from a single keyboard, monitor and mouse. The Cambridge business was founded in 1984 by chief executive Adrian Dickens, 58, after graduating in engineering from the city's university. The company has 13 overseas offices across America, Asia and Europe, and international sales increased to £28.6m in 2018.

194 Mountain Warehouse 29.97% Outdoor clothing retailer

Founder Mark Neale, 52, leads this outdoor clothing and equipment chain, which has almost 400 stores across the UK, Europe, North America and New Zealand, having opened 21 shops abroad last year. The London-based company also operates nine international websites, shipping boots, jackets and ski gear to 100 countries. Private equity firm Inflexion invested £45m for a minority stake in 2018, valuing the company at £310m. Overseas sales hit £78.4m in the year to February 2019.

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195 Four Communications 29.54% Marketing and communications

agency Launched in 2001, this agency is led by its four co-founders, including chief executive Nan Williams, 57. In 2015, the London firm secured £10m in funding from BGF and has since made 11 acquisitions. Operating from hubs in the UK and the UAE, its expertise spans industries such as health, property, financial services and the public sector. Overseas sales rose to £27.1m in 2018.

196 iKas International 29.24%

Recruitment consultancy This company specialises in IT and digital hires for financial services



organisations. It was founded in London by Ian Southern, 42, Sarah Curtis, 40, and Karen Higgins, 57, in 2004. Overseas sales reached £21.7m in 2018, boosted by growth in the Asia Pacific region, where it has offices in Hong Kong, Singapore and Sydney. The Bristol-based recruitment firm Sanderson acquired a 45% stake in iKas last year.

197 Croxsons 29.06% Glass bottle supplier

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Founded in 1872 by William Croxson, this business is still family-owned and run. It designs and supplies bottles, jars and tops for food and drink brands and manufacturers ranging from start-ups to multinationals. The Surrey-based company has operations in New Zealand, Australia and America, and sells to 50 countries. International sales hit £9.7m in 2018, under the control of James and Tim Croxson, 68 and 37 respectively, representing the fourth and fifth generations of the family.

198 Pricecheck 29.03% Consumer goods supplier

This Sheffield company distributes more than 5,000 consumer goods from big brands, such as L'Oréal, Nestlé and Rimmel. Brother-and-sister team Mark Lythe, 52, and Deborah Harrison, 49, run the business, which was established as a single store by their parents in 1978. It supplies more than 80 countries and overseas turnover hit £37.2m last year, taking it nearer to its goal of £100m in exports by 2025.

199 Seasalt Cornwall 28.87% Clothing retailer

In 1981, the Chadwick family went shopping for waterproof coats in Penzance and bought the clothing store instead. Inspired by selling fisherman's workwear, brothers Neil, 53, Leigh, 62, and David Chadwick, 61, created the Seasalt Cornwall clothing brand. The retailer now has 70 shops across Britain and Ireland, and sells online to more than 150 countries. It sold a minority stake to BGF for £11.5m in 2018, and international sales rose to £3.7m in 2019. Chief executive Paul Hayes, 48, plans to launch websites in Germany and America this spring.

200 CT Automotive 28.79%

Automotive parts supplier Co-founded in 2000 by engineer Simon Phillips, 49, this Portsmouth-based firm makes plastic parts, arm rests and other interior products for the global automotive industry. It manufactures the parts in China, Turkey and Sunderland for customers including Ford, Lamborghini and Volkswagen. Distribution centres from Brazil to Japan handle the supply. International sales rose to £58.6m in 2018.

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