



# Research report 2021

## Covid-19 edition

Britain's 200 mid-market private companies with the fastest-growing international sales



**12** years  
2010-2021

Title sponsor



Main sponsor



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Barry Horgan, CEO of this year's No 1 company **ExcelRedstone**, an IT infrastructure provider.

## INTRODUCTION

This is the 12<sup>th</sup> year of **The Sunday Times HSBC International Track 200**, the league table of Britain's mid-market private companies with the fastest-growing international sales. **HSBC** is the title sponsor of the league table and **DHL Express** is the main sponsor.

The International Track 200 ranks the 200 mid-market companies (total sales of £25m+ up to £1bn) based on their growth in international sales over the last two years of available data.

Details on financials and staff relate to before Covid-19 struck for 170 companies, with 30 having financial years ending after March. Some are expecting a drop in sales this year, while others - particularly those in healthcare, IT services and ecommerce - have seen significant growth. The effects of the new trade arrangements with the EU are not yet reflected in the companies' results.

The average international sales growth over the last two years for the 200 companies was 55% a year, to a total of £8.7bn on combined total sales of £19.1bn. They export to all corners of the globe and employ 107,000 staff, having added 31,500 jobs over the same period.

Featured companies include brewery **BrewDog** (No 49), fitness clothing brand **Gymshark** (No 59), nurseries operator **Busy Bees** (No 63), fashion retailer **Reiss** (No 166) and bicycle manufacturer **Brompton** (No 175).

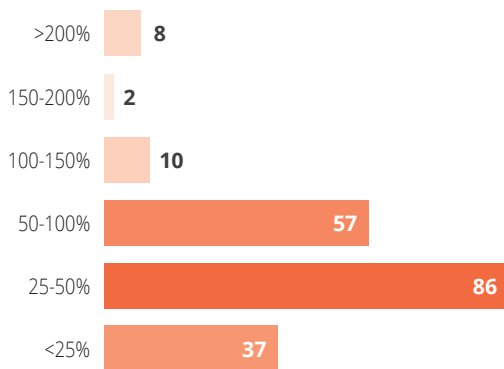
We also introduce our new **International Track Ones to Recognise**, supported by our sponsor HSBC UK, highlighting five exporters that deserve to be recognised for their achievements [see page 25].

## Top 10 companies on the league table

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs†	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
1	<b>ExcelRedstone</b> IT infrastructure provider	Central London	Dec 19	254.46%	†36,310	†113,470	694	1989	Has helped firms across the world adapt their IT infrastructure to cope with the pandemic
2 [7]	<b>La Fosse Associates</b> Recruitment consultancy	Central London	Dec 19	245.70%	14,327	130,914	221	2007	Its new venture, futureproof, trains software engineers for the likes of Babylon Health and Ovo Energy
3	<b>Goodstuff</b> Media agency	Central London	Dec 19	231.62%	11,421	126,896	110	2004	Ben & Jerry's, Groupon and Spotify are among this media agency's global clients
4	<b>Direct Healthcare Group</b> Medical device supplier	Caerphilly	Dec 20	218.31%	*27,600	*61,733	300	2009	Took five months' worth of orders in two weeks as lockdowns set in last year
5	<b>Huel</b> Nutrition brand	Hertfordshire	Jul 20	208.68%	*39,800	*71,640	120	2015	Has sold more than 100 million meals in 90 countries
6	<b>BullionByPost</b> Online gold dealer	Birmingham	Apr 20	205.05%	*36,700	*209,500	n/a	2008	Gold bullion sales more than trebled in the early months of the pandemic
7	<b>Gael Force Group</b> Marine equipment manufacturer	Inverness	Dec 19	204.47%	6,608	41,903	252	1983	Opened its first overseas base in Canada in 2019 and plans to expand into Scandinavia
8	<b>SBZ Corporation</b> Additives supplier	Essex	Dec 19	201.20%	8,487	27,990	21	2003	Has expanded its 6,500 cubic metre oil storage facility on the east coast of England
9	<b>Oscar Technology</b> Recruitment consultancy	Manchester	Aug 19	159.35%	20,613	28,011	69	2001	Is launching a recruitment division for the life sciences industry
10 [9]	<b>Kingsbury</b> Machine tools wholesaler	Hampshire	Dec 19	156.17%	9,715	83,125	323	1956	Supplies German-made machine tools and devices used to make medical ventilators

‡ compound annual growth rate between 2017/18 and 2019/20 \* supplied by company † annualised

## Growth in international sales



Number of companies in each range of compound annual growth rate for international sales over latest 2 years

## Characteristics of a typical International Track 200 company

### International sales

Average growth over two years	55% pa
International sales in 2019-20	£43.5m
International sales in 2017-18	£23.3m

### Total sales

Sales in 2019-20	£95.7m
Sales in 2017-18	£64.2m

### Staff

Typical number of staff in 2019-20	50-1,000
Typical increase in staff over two years	20%

### Company characteristics

Region	London & Southeast (101)
Sector	Services (90)
Founded	1989
Majority ownership	Entrepreneur and/or founder (92)
PE/VC, angel or corporate investment	77

## EXECUTIVE SUMMARY

### Overview

- This year's International Track 200 companies increased their overseas sales by an average of 55% a year over two years, from a total of £4.7bn to £8.7bn
- 91% of the companies sell to mainland Europe (182), making it the most popular market, followed by North America (116) and Asia (52)
- The top countries for overseas sales are America (111 companies), Germany (89), France (50), Ireland (49), the Netherlands (49), Australia (48), Spain (25) and China (24)
- There are 68 manufacturers, and 35 of these make products in the UK
- Consumer goods is the largest industry (42 companies), followed by business services (34), technology, media and telecoms (31) and engineering (25)

### Key themes

**Covid-19:** The global pandemic has impacted all companies, with some seeing strong increases in demand even as they managed remote working and disruptions to supply chains [page 11].

**Brexit uncertainty:** In the absence of a UK/EU trade agreement until 24th December, many businesses put in place plans in anticipation of new trading restrictions [page 12].

**Trading in America:** America is the most popular country for overseas sales, with 111 companies citing it as a major market and 107 seeing it as a key future market [page 13].

**Ecommerce:** 36 e-commerce goods exporters feature on this year's list, up from 25 in 2017 and reflecting the growing importance of online B2C and B2B trade [page 14].



**BJSS** (No 169) has hired 500 people since May as clients have sped up digital projects.

## COVID-19

The league table ranks companies based on their international sales growth over the past two years. 170 companies had financial years that ended by March 31, and 30 were ranked on financial years ending between April and December.

### Economic effects

#### Positive

While all the companies have been affected by the pandemic and the restrictions put in place around the world, many have reported increased demand and have hired more staff.

**Sales rise.** These include **Spectrum Medical** (No 25), which saw orders fly in from US and German customers for its blood perfusion systems, used to help treat critically ill Covid-19 patients. Sales are expected to increase to £40m in 2020, up from £33m in 2019, and hit £120m in 2021. **Gymshark** (No 59), the fitness clothing brand, expects its sales to jump from £260.7m in the year to June 2020 to £400m in 2021. Eighty percent are to overseas customers, and the company was valued at more than £1bn last August when a US private equity firm acquired a 21% stake.

**Recruitment.** Companies that have hired more staff since the onset of the pandemic include nutrition brand **Huel** (No 5), which has recruited a third of its 120 team during the pandemic; tools and equipment retailer **FFX** (No 132), which hired more than 70 people since March 2020 as traffic to its website trebled; and IT & business consultancy **BJSS** (No 169), which has hired 500 staff since May to meet increased demand as businesses have accelerated AI and analytics programmes to personalise online services.

#### Negative

There have inevitably been some companies who have been impacted negatively by the pandemic, particularly those in the hospitality and leisure industries.

Burger restaurant chain **Five Guys** (No 36) was forced to close restaurants, and is reportedly in a legal dispute with its landlord over £1.5m of unpaid rent.

**Inside Travel Group** (No 123), which ordinarily helps 12,000 people explore Asia each year, has faced a challenging year with international travel curtailed.



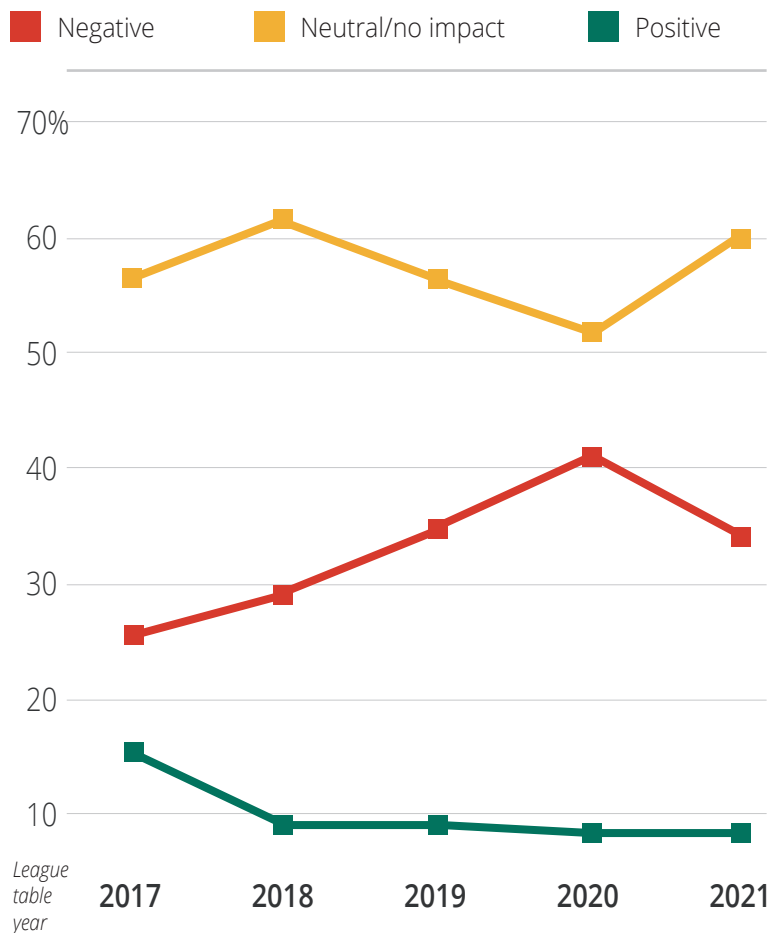
## BREXIT

Fast Track conducted a survey during December 2020 and January 2021 asking the companies about the overall impact that Brexit has had on their business. This is the fifth time that the survey has been conducted (see below for trends).

Of the 131 respondents this year (66% response rate):

- The majority (60%, up from 52% last year) said Brexit has had no, or a neutral, impact on their business. It is notable that of the 76 responses received in January – ie after the UK/EU trade deal was agreed – 63% selected neutral
- 33%, down from 41%, said Brexit has had a negative effect on their business, due to having to increase stock levels, disruptions to supply chains and reduced investment in the UK by multinational clients. This percentage fell to 30% of companies completing the survey in January
- 7%, in line with last year, said the vote has had a positive influence on their business. For example helping other businesses prepare. This percentage was the same for companies responding before and after the deal was announced.

### Trends over five years on the overall impact of Brexit on International Track 200 companies

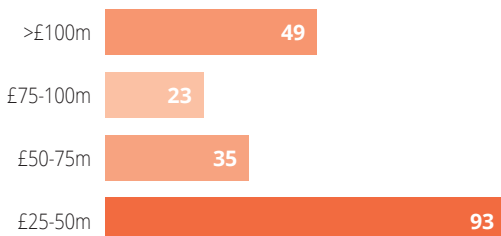


In response to the question: "What overall impact has Brexit had on your business?"



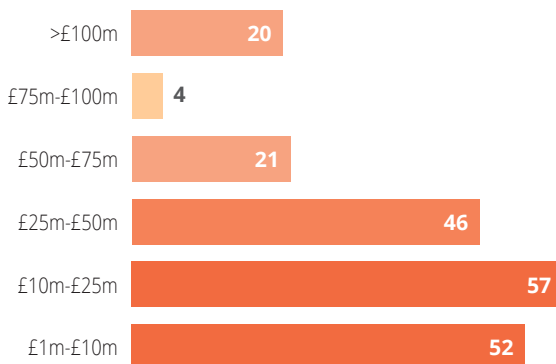
Toy retailer **The Entertainer** (No 14) have grown overseas sales an average of 124% a year to £27.5m in 2020

### Latest total sales



Number of companies in each range

### Latest international sales



Number of companies in each range

## KEY STATISTICS

### International sales

- Companies on the league table are required to have total sales between £25m and £1bn, have international sales greater than £1m, and need to be profitable
- The top-ranked company is IT infrastructure provider **ExcelRedstone**, headquartered in London. It grew international sales 254% a year, from £2.9m in 2017 to an annualised £36.3m in 2019
- International sales of the 200<sup>th</sup> ranked company, safety device manufacturer **Brigade Electronics**, grew an average of 18% a year from £27.1m in 2018 to £37.9m in 2020
- 20 companies had triple-digit growth in international sales, including nutrition brand **Huel** (No 5), whose international sales rose an average of 209% a year, from £4.2m in 2018 to £39.8m in 2020; and online fashion retailer **Oh Polly** (No 17), which grew overseas sales an average of 111% a year, from £3.2m in 2018 to £14.3m in 2020
- Testing services provider **Element** (No 161) had the highest international sales on the table, at £524m in 2019. Element also recorded the biggest absolute increase in international sales, a jump of £190m to £524m and boosted by acquisitions
- Combined international sales of the 200 companies were £8.7bn and total sales were £19.1bn

### Operating profits

- Average operating profits were £5.9m. The company with the highest profit margin is valve distributor **RPV** (No 81), which made an operating profit of £14.9m on total sales of £32.4m in 2020 (a margin of 46%)

### Companies with the largest international sales

Rank	Company Activity	FYE	Int'l sales £m
161	<b>Element</b> Testing services provider	Dec 19	524
167	<b>Walstead Group</b> Commercial printer	Dec 19	466
164	<b>HH Global</b> Marketing services provider	Mar 20	380
143	<b>The&amp;Partnership</b> Marketing communications group	Dec 19	310
63	<b>Busy Bees</b> Nursery operator	Dec 19	239

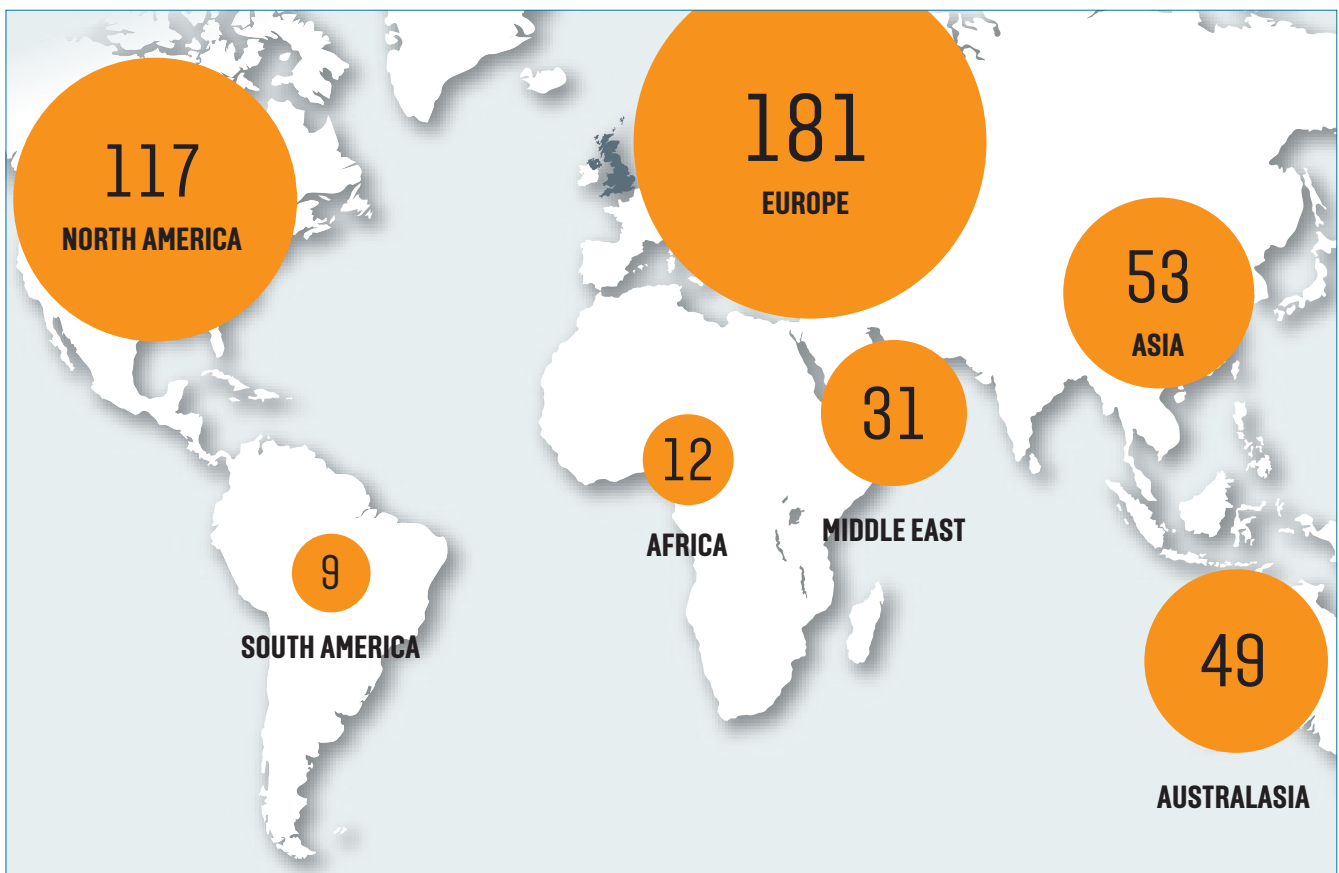


America is a main country market for 111 companies, with 107 saying it is a top future market (see also p16)

### Overseas markets

- 91% of the companies (181) sell to mainland Europe, making it the most popular market, followed by North America (58%) and Asia (26%), including 12% to China
- 74% (148 companies) intend to expand sales to Europe in the future, with North America (115) the next most popular potential market for growth, followed by Asia (72)
- More than half the companies (117) focus their sales on one or two continents. 25 companies have key markets spread across four or more continents. For example, **A-Gas** (No 160) supplies refrigerants used to air condition buildings and chill food in North America, Africa, Australasia and Europe.
- The top countries for overseas sales are America (111), Germany (89), France (50), the Netherlands (49), Ireland (49), Australia (48), Spain (25) and China (24)
- 64 companies export to or operate in emerging markets, such as Leeds supply chain manager **Ligentia** (No 121), and sustainability consultancy **Anthesis Group** (No 52), which has offices in Brazil, China and Colombia
- The top countries identified by the companies for future international expansion are America (107 companies), Germany (64), Australia (36), France (34), the Netherlands (30), Canada (30) and China (29)

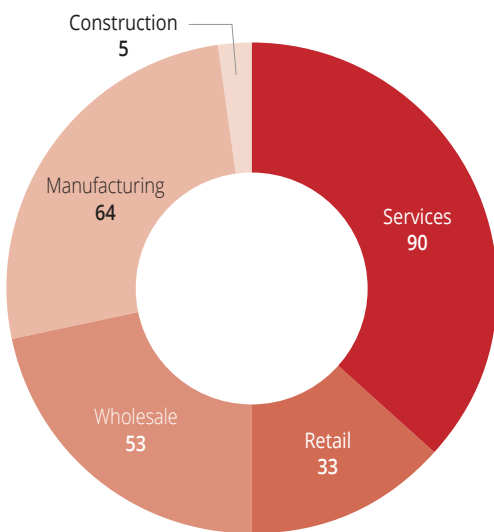
### Main markets of the International Track 200 companies



Map shows the number of companies selling to each market



## Sector breakdown



Note: companies can operate in more than one sector

## Industry breakdown



## Sector breakdown

The International Track 200 companies operate in a range of sectors, and, due to the breadth of their activities, 47 companies are considered to operate across two sectors. Brewery **BrewDog** (No 49), for example, is both a manufacturer and a retailer.

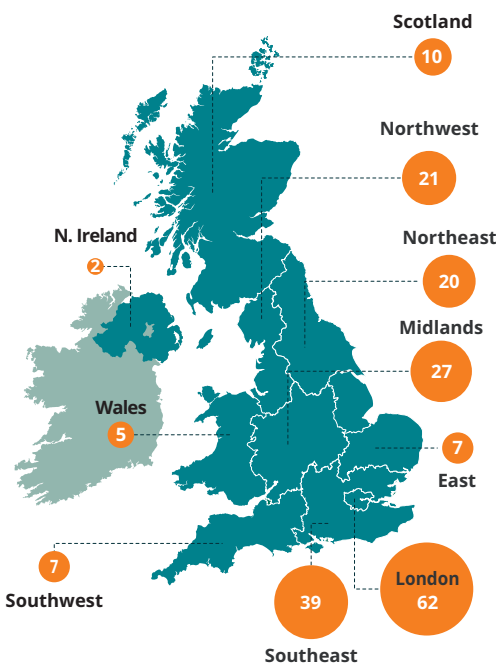
The largest sectors are services (90 companies) and manufacturing (64, including some firms that outsource their manufacturing to third parties).

- **Services** (90) encompasses a wide range of industries, and includes IT services providers such as **Wireless Logic** (No 18); recruiters, like **La Fosse Associates** (No 2); and tour operators such as **Inside Travel Group** (No 123), who organise tailored trips in Asia
- **Manufacturers** (64) including those that outsource to third parties, are represented by bicycle manufacturer **Brompton** (No 175), home lift manufacturer **Stiltz** (No 43), and flour miller **Whitworth Group** (No 116)
- **Wholesalers** (53) comprise consumer goods suppliers such as compostable packaging firm **Vegware** (No 27), and food distributors like **St Pierre Groupe** (No 51), which sells a range of baked goods
- **Retailers** (33) include companies that trade overseas through online channels, such as beauty products retailer **Revolution Beauty** (No 66) and sustainable footwear retailer **Vivobarefoot** (No 118). Others, such as women's activewear retailer **Sweaty Betty** (No 54) in Hong Kong, have opened physical stores overseas
- **Construction** (5) is represented by companies such as scaffolding contractor **Brogan Group** (No 89), which has helped build skyscrapers, including Dubai's Burj Khalifa

## Industry breakdown

- **Consumer goods** (42) is the most represented industry, and covers a wide range of products such as reusable bottle brand **Chilly's** (No 24) and fashion retailer **Lyle & Scott** (No 81). Consumer goods accounts for combined international sales of £1.4bn and employs 14,300 people
- **Business services** (34) includes recruitment consultancies such as the **LHi Group** (No 85); as well as other firms including **Investis Digital** (No 102) which specialises in digital communications. Business services accounts for combined international sales of £1.8bn and employs 19,300 people
- **TMT** (31) includes IT consultancies and suppliers such as **Invenio Business Solutions** (No 62) and **Adder Technology** (No 190); and media agencies like **Once Upon A Time** (No 91) and **Goodstuff** (No 3). TMT accounts for combined overseas sales of £1.9bn and employs 13,100 people

### Regional breakdown of headquarters



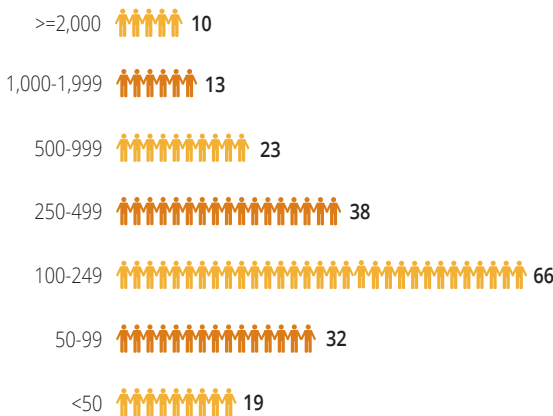
### Regional breakdown

The region with the highest number of companies is London with 62 firms (31%); a decrease of 17 on last year. A large concentration of media and finance companies on the table have their headquarters here. The next highest is the Southeast with 39 (20%), compared to 36 last year.

- 27 companies (14%) are located in the Midlands, which continues to be a strong manufacturing region, and is home to companies such as West Midlands-based furnace manufacturer **Mechatherm International** (No 46)
- 21 companies (11%) are headquartered in the Northwest, including Lancashire-based hardwood flooring specialist **Havwoods** (No 77)
- 20 (10%) are based in the Northeast, including County Durham craft products retailer **Crafter's Companion** (No 154) founded by Dragons' Den panellist Sara Davies
- 10 (5%) are based in Scotland, including Inverness-based marine equipment manufacturer **Gael Force Group** (No 7)

The regions with the lowest representation are: the East with seven, followed by the Southwest and Wales with seven and five respectively; and Northern Ireland with two.

### Number of employees



Number of companies in each range

### Job creation

- The 200 companies directly employ 107,000 people, a 14% decrease on last year's figure of 124,000. Typical staff numbers range between 50-1,000. Nurseries operator **Busy Bees** (No 63) is the largest employer on the league table with more than 12,800 staff on their payroll in 2019
- The smallest employers are generally wholesalers and niche service firms, such as pharmaceuticals supplier **BAP Pharma** (No 97), which has 20 staff. 18 of the companies on the league table employ fewer than 50 people
- The league table companies have increased total staff numbers by 32,000 over the past two years. Nurseries operator **Busy Bees** (No 63) has created the most new jobs during this period, adding more than 2,800 employees to its payroll, primarily as a result of acquisitions

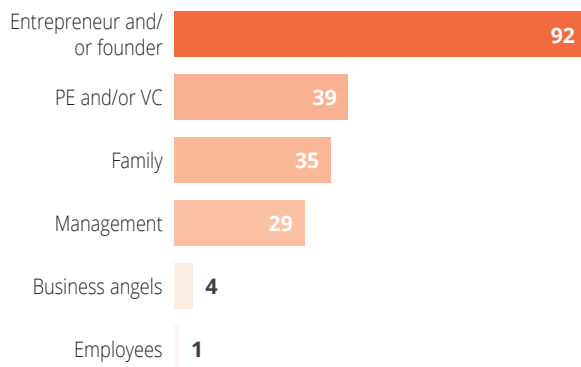
### Foundation dates

- The International Track 200 companies are of very diverse ages, with a typical foundation date of 1989. Nine companies were established pre-1900
- The company with the oldest foundation date is Hull-based logistics and corporate travel firm **John Good** (No 198). It can trace its origins back to 1859
- 20 companies were set up after 2010, including online fitness clothing brand **Gymshark** (No 59), which was founded in 2012 and now employs nearly 500 people with exports of £206.1m in 2020



Online fashion retailer **Oh Polly** (No 17) is wholly owned by founders Claire Henderson and Mike Branney

## Majority ownership type



Number of companies in each range

## Ownership

- Almost half of the companies (92) are majority-owned by an entrepreneur and/or founders, such as the online fashion retailer **Oh Polly** (No 17), which is wholly owned by founders Claire Henderson and Mike Branney
- 39 companies are majority-owned by private equity firms, compared to 46 last year. These include digital marketing agency **Jellyfish** (No 61), which sold a 74% stake to French investment firm Fimalac in 2019. Media buyer Tradelab was integrated into Jellyfish as part of the deal, which valued the combined business at £500m
- 35 companies are family-owned, i.e. they remain owned by the founder's offspring or other relatives. An example is nut supplier **Sun Valley** (No 180), which was founded in 1949 by war veteran Jim Hacking, an airman who imported peanuts from America. The Hacking family remain majority owners of the business
- Management owns a majority stake in 29 companies, including Coventry-based hydroponics products supplier **HydroGarden** (No 26), which has operations in Germany and South Africa

## External capital

Almost two-fifths of companies (77) have secured equity investment from private equity, business angels or corporations, a decrease on last year's figure (81).

- In addition to the 39 companies majority-owned by private equity firms, a further 24 have received minority investment from private equity. Among these is online fitness clothing brand **Gymshark** (No 59), which sold a 21% stake to General Atlantic in 2020, valuing it at more than £1bn.
- Business angels have made equity investments in 10 companies, including online beauty retailer **Cult Beauty** (No 115), which has undertaken three rounds of fundraising since 2011 and now exports in excess of £65m
- 4 companies have also received backing from corporate investors, such as advertising agency **The&Partnership** (No 143), which WPP, the world's largest advertising company, acquired a minority stake in back in 2007



Led by Alan Ryder, **RSK** (No 106) has made ten acquisitions since April

## International acquisitions

Despite the pandemic and continued political uncertainty, companies on the league table are continuing to expand internationally via strategic acquisitions. Many of these transactions are bolt-on acquisitions of small business that provide entry and local expertise in new overseas markets, such chemicals and gases distributor **A-Gas** (No 160), which acquired Italian refrigerant reclamation specialist Safety Hi-Tech in November.

Other acquisitions aim to expand presence in a region, such as cashback website **Topcashback** (No 127) which bought Swedish cashback site Refunder to expand its European operation.

Some of the M&A activity has been externally financed, including medical device supplier **Direct Healthcare Group** (No 4) which acquired Finnish manufacturer Carital Group in October; one of four acquisitions since private equity firm ArchiMed bought a majority stake in December 2019.

The table below shows a selection of the acquisitions made overseas since the publication of last year's league table in February:

Date of transaction	Rank	Company Activity	Total sales £m	Int'l sales £m	Notes
Jan 21	127	<b>TopCashback</b> Cashback website	156.8	46.6	Last month it announced a deal to acquire Swedish cashback site Refunder for \$24m
Jan 21	106	<b>RSK</b> Environmental & engineering consultancy	†*281.9	†*67.4	Recently finalised its tenth acquisition since April – Black & Veatch's Asian water business – as it targets £1bn in revenue by 2025
Jan 21	165	<b>Aspen Pumps</b> Pump manufacturer	83.4	65.1	Acquired Malaysian-based aluminium and metal manufacturer LNE, following its sale to previous owners Inflexion in December 2019
Nov 20	160	<b>A-Gas</b> Chemicals & gases distributor	*247.4	*205.7	Expanded in Italy in November with the acquisition of the refrigerant reclamation specialist Safety Hi-Tech for an undisclosed sum
Oct 20	4	<b>Direct Healthcare Group</b> Medical device supplier	†61.7	†27.6	Backed by healthcare investor ArchiMed since December 2019, it made four acquisitions last year, including Finnish manufacturer Carital Group
Oct 20	34	<b>Sabio</b> Contact centre technology provider	89.1	42.5	Added French firm Coverage Group to its portfolio, one of four acquisitions in 2020, after completing a £117m refinancing package with private equity firm CVC in January that year
Oct 20	114	<b>MVF</b> Customer generation services	*112.2	*75.7	In October, MVF acquired Dutch software comparison site AppWiki for an undisclosed sum
Oct 20	164	<b>HH Global</b> Marketing services provider	*464.2	*380.1	Bought Nasdaq-listed marketing firm InnerWorkings in a \$177m deal, following an £100m minority investment from private equity firm Blackstone in 2019
Sep 20	194	<b>Lovehoney</b> Sex toy retailer	*124.3	*56.3	Acquired leading Swiss sex toy retailer Amorana, financing its expansion into other European countries
Aug 20	74	<b>Decora</b> Blind manufacturer	87.8	14.6	Sold a £10m minority stake to BGF in April, which has subsequently funded acquisitions of Dutch firm Coolblinds and Lithuania manufacturer Domus Lumina
Jul 20	161	<b>Element</b> Testing services provider	643.0	524.4	Acquired US pharmaceutical testing specialist Analytical Lab Group in July, following the purchase of British rival Exova for £800m in 2017
Jul 20	56	<b>Adaptavist</b> IT consultancy	49.0	44.0	Bought American technology consultancy Go2Group in July last year, acquiring customers such as Fannie Mae

\* supplied by company † annualised



**A-Safe** (No 130) launched a range of hygiene barriers to help employees return to work safely

## KEY THEMES AND SELECTED COMPANY PROFILES

On the following pages we profile examples of companies that demonstrate some of the key themes from this year's league table.

### Covid-19

As governments around the world imposed restrictions to combat the spread of Covid-19, 200 International Track companies have seen demand for their products and services increase as businesses and individuals adapt to a changed world. Examples include **Rebound Returns** (No 19), which has helped retailers cope with a surge of online orders and returns during the pandemic.

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#### Wireless Logic

##### Technology platform provider

*Has developed digital vending machines and personal devices to help vulnerable people stay connected during lockdowns*

CAGR†	107%
Latest int'l sales	£39.9m
Base int'l sales	£9.3m
Latest total sales	£91.4m
Staff	213
Founded	2000
Location	Berkshire

Technology developed by this Berkshire firm enables wireless data transmission from devices such as drones, vehicle trackers and card payment systems. It is used by more than 4m subscribers in 60 countries. Three acquisitions in France and Holland in 2019 helped boost overseas sales to £39.9m in the year to April 2020. It has since helped develop digital vending machines and vulnerable people stay connected with personalised devices. Led by chief executive Oliver Tucker, 58, it is majority-owned by Montagu Private Equity.

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#### Alcumus

##### Regulatory compliance management

*Helped its clients adapt to the emerging Covid protocols as workplaces reopened*

CAGR†	44%
Latest int'l sales	£3.5m
Base int'l sales	£1.7m
Latest total sales	£49.3m
Staff	527
Founded	1979
Location	Cardiff

Compliance and risk management services and software are provided by this Cardiff firm, which has helped its clients manage emerging workplace Covid protocols and conduct remote audits. Overseas sales hit £3.5m in 2019 and it expanded its North American footprint that year with the acquisition of Canadian environmental health and safety app eCompliance, and in 2020 when it bought Toronto-based ContractorCheck. It is led by chief executive Alyn Franklin, 43.

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#### A-Safe

##### Safety barrier manufacturer

*Introduced a range of hygiene partitions, designed to ensure social distancing and keep staff safe*

CAGR†	30%
Latest int'l sales	£61.4m
Base int'l sales	£36.3m
Latest total sales	£70.4m
Staff	489
Founded	1984
Location	Halifax

This Halifax firm invented heavy-duty, flexible polymer safety barriers in 2001. Today its distinctive yellow safety products protect people, infrastructure and machinery from vehicle impacts in factories, warehouses, car parks and airports worldwide. Customers include BMW, DHL and Unilever. Offices in 17 countries boosted overseas sales to £61.4m in 2019. Joint managing directors James Smith, 42, and brother Luke, 41, run the company, founded by their father in 1984.

†compound annual growth rate between 2017/18 and 2019/20



**HydroGarden** (No 26) acquired German firm Grow In June, meaning it can continue serving European customers

## Brexit uncertainty

Businesses had hoped for a 12 month transition period before new UK/EU trading rules took effect, but only found out what they had to do on 24th December, ahead of the 1st January deadline. In the absence of an agreement, many businesses put in place plans in anticipation of new trading restrictions. Examples include **CFC Underwriting** (No 157), which established a subsidiary in Brussels to enable it to continue to serve European clients.

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### HydroGarden Hydroponic products supplier

*Acquired German firm Grow In in June, giving it a European presence to protect against being unable to ship goods freely into the EU after Brexit*

CAGR‡	87%
Latest int'l sales	£14.0m*
Base int'l sales	£4.0m
Latest total sales	£41.4m*
Staff	138
Founded	1994
Location	Coventry

Hydroponic equipment, such as humidifiers, plant nutrients, pumps, tents and lighting, is sold wholesale across the UK and exported across the world by this Coventry firm, founded in 1994. Last year it acquired German hydroponics wholesaler Grow In and created a start-up in South Africa which helped boost overseas sales to £14m in the year to December 2020. Managing Director Jonathan Aldridge, 60, leads the group, which has customers in 40 countries.

96

### Thermoseal Group Insulated glass parts supplier

*Has expanded the capacity of its Wigan warehouse in preparation for anticipated supply chain disruption caused by Brexit*

CAGR‡	40%
Latest int'l sales	£3.0m
Base int'l sales	£1.5m
Latest total sales	£25.9m
Staff	155
Founded	1979
Location	Birmingham

Thermoseal manufactures and supplies more than 2,500 components for insulated glass at four UK sites and exports them to 48 countries, with overseas sales hitting £3m in 2019. Throughout 2020 it increased its stockholding and expanded capacity at its two-acre Wigan site in anticipation of Brexit. It is led by managing director Gwain Paterson, 56, whose father founded the business in a small Birmingham factory in 1979.

113

### EU Automation Machine parts supplier

*Opened a distribution centre in Frankfurt in 2019 to improve service to European customers, and prevent any Brexit-related delays in supplying parts*

CAGR‡	33%
Latest int'l sales	£59.4m*
Base int'l sales	£33.2m
Latest total sales	£66.1m*
Staff	237
Founded	2009
Location	Stafford

Coca-Cola, Rolls-Royce and Airbus have ordered replacement machinery parts from this firm, which supplies 40,000 customers in 157 countries and racked up overseas sales of £59.4m in the year to March 2020. It has depots in Stafford, Frankfurt, Chicago and Singapore, and uses its own technology platform to locate and ship the parts its clients need. Directors Andrew Nickless, 40, Darren Halford, 38, and Jonathan Wilkins, 42, led a management buyout in 2019.

‡compound annual growth rate between 2017/18 and 2019/20 \* supplied by company



Nurseries operator **Busy Bees** (No 62) entered the American market in 2019

## Trading in America

America is the world's largest economy and Britain's biggest single trading partner. It is also the most popular country for overseas sales among International Track 200 companies, with 110 firms citing it as a major market. It is also the top choice for future growth, with more than half of the companies (107) planning to expand there. Examples of companies trading there include brewery **BrewDog** (No 49), which has bars and breweries in Cincinnati, Columbus, Indianapolis and Pittsburgh.

59

### Gymshark Online fitness clothing brand

Opened an American headquarters in Denver in 2019 to serve its largest overseas market, which accounts for around 40% of its sales

CAGR <sup>†</sup>	59%
Latest int'l sales	£206.1m*
Base int'l sales	£81.0m
Latest total sales	£260.7m*
Staff	455
Founded	2012
Location	Solihull

Fitness clothing brand Gymshark sells its apparel directly to consumers in 180 countries via websites in 13 languages, with its online model helping it grow sales despite global lockdowns. Co-founder Ben Francis, 28, set up the Solihull firm in 2012 and with chief executive Steve Hewitt, 47, oversaw international sales of £206.1m in the year to July 2020. In August, they sold a 21% stake to American investors General Atlantic, valuing the company at more than £1bn. Francis retains a 70% stake.

63

### Busy Bees Nurseries operator

Entered the US market with the acquisition of 19 nurseries in Connecticut in 2019, followed by acquiring 15 locations in western New York in January 2020

CAGR <sup>†</sup>	58%
Latest int'l sales	£239.1m
Base int'l sales	£94.9m
Latest total sales	£527.9m
Staff	12,848
Founded	1983
Location	Staffordshire

Led by group chief executive Simon Irons, 58, this Staffordshire business cares for 57,000 children in 9 countries. To counter the spread of Covid-19 in its 657 nurseries worldwide it has installed regular temperature checks, enhanced cleaning, play in smaller groups and more time outdoors. The acquisition of 66 nurseries in 2019 – including in Australia, America and Vietnam – helped boost international sales to £239.1m in the same year.

168

### Flashtalking Advertising technology developer

Has a presence in six cities across America, helping customers including Gillette and Procter & Gamble focus their digital marketing

CAGR <sup>†</sup>	24%
Latest int'l sales	£50.1m
Base int'l sales	£32.2m
Latest total sales	£56.7m
Staff	283
Founded	2001
Location	Central London

Launched in 2001 by Paul Cunningham, 62, and Dan Freeman, 41, this firm uses data to help brands including Gillette and Vodafone personalise their digital advertising campaigns in real-time to boost engagement. Offices across America, and in Australia and Germany, spurred overseas sales to £50.1m in 2019. Led by chief executive John Nardone, 56, it is majority-owned by US private-equity firm TA Associates, and has held virtual summits on the pandemic's impact on digital marketing.

<sup>†</sup>compound annual growth rate between 2017/18 and 2019/20 \* supplied by company



Nutrition brand **Huel** (No 5) has sold more than 100m meals in 90 countries

## E-commerce

A record 36 International Track 200 companies generate more than 10% of exports from online sales, up from 31 in 2020 and 25 in 2017, and a quarter of these sell exclusively online. With the pandemic impacting consumer shopping habits, e-commerce is likely to continue its surge in popularity. Examples of companies finding success online include **Rarewaves** (No 109), launched in 2005 by music industry veteran Brad Aspes, 64, to sell music memorabilia online.

5

### Huel Nutrition brand

*Has sold more than 100 million meals in 90 countries from its website, and growth during the pandemic means that a third of its staff have joined since April*

CAGR‡	208%
Latest int'l sales	£39.8m*
Base int'l sales	£4.2m
Latest total sales	£71.6m*
Staff	120
Founded	2015
Location	Hertfordshire

Julian Hearn and former NHS dietician James Collier, both 48, founded Huel – short for “human fuel” – in 2015 to produce plant-based food products and powders that can be consumed as a nutritionally complete meal. The pair secured a £20m investment from venture capital firm Highland Europe in 2018 and have sold more than 100 million meals in 90 countries. Growth in America, its largest overseas market, Europe and Japan boosted international sales to £39.8m in the year to July 2020, and a third of its staff have joined during the pandemic.

17

### Oh Polly Online fashion retailer

*Has a global following of 3.7m Instagram fans who buy its clothes via a multicurrency website*

CAGR‡	110%
Latest int'l sales	£14.3m*
Base int'l sales	£3.2m
Latest total sales	£39.7m*
Staff	209
Founded	2015
Location	Glasgow

Glasgow-based Oh Polly is known for its figure-hugging dresses and skimpy swimwear. Founded in 2015 by Claire Henderson, 32, and Mike Branney, 34, it has an office in Los Angeles, which produces content for its 4.3 million Instagram followers. This helped overseas sales reach £14.3m in the year to April 2020. Last year, it also distributed 6,000 masks to teachers, students and healthcare professionals in Cambodia to help combat the pandemic.

54

### Sweaty Betty Women's activewear retailer

*Online sales account for 80% of total exports of women's sportswear popular with celebrities such as Jennifer Aniston and Reese Witherspoon*

CAGR‡	62%
Latest int'l sales	£42.6m*
Base int'l sales	£16.2m
Latest total sales	£128.1m*
Staff	750
Founded	1998
Location	Central London

This women's activewear brand is popular with American celebrities such as Jennifer Aniston and Reese Witherspoon. Founded in 1998, investment from private equity firm Catterton in 2015 has seen it expand overseas, accelerating with the appointment of Julia Straus, 38, as chief executive in 2019. A growing portfolio of stores in Asia, continued growth in North America and investment in e-commerce – its website now serves 195 countries – boosted international sales to £42.6m in the year to December 2020.

‡compound annual growth rate between 2017/18 and 2019/20 \* supplied by company





Shoe manufacturer and retailer **Dr Martens** floated in January valued at £3.7bn

## TWELVE YEARS OF INTERNATIONAL TRACK

International Track\* was launched 12 years ago to recognise the success of Britain's private companies with the fastest-growing international sales. Since its launch, more than 1,100 companies have appeared on the league table.

The vital statistics of the league table companies have changed significantly over the past 12 years. The most represented industry this year is consumer goods (44% of companies), up from 7% in the first league table, and the companies are employing more people, with the average rising from 380 to 535.

### Stock market flotations

20 companies have floated on the stock market. Examples include (in league table appearance order):

- **Fever-Tree**, the mixer drinks manufacturer, featured in 2011 with international sales of just £4m; it floated in 2014, valued at £154m and is now worth £2.8bn
- **Dr Martens**, the shoe manufacturer and retailer, featured in 2013 with international sales of £100m; it floated in January at a valuation of £3.7bn
- **THG**, the online retailer, featured on seven consecutive occasions, from 2014 to 2020, with international sales of £113m; it floated in 2020, valued at £5.4bn and is now worth £7.2bn
- **The Watches of Switzerland Group**, the jewellery and watch retailer, first featured in 2018 with overseas sales of £40m; it floated in 2019, valued at £647m and is now worth £1.5bn

### Acquisitions

175 International Track 200 companies have been acquired, including (in league table appearance order):

- **Skyscanner**, the travel search engine, first featured in 2013 with overseas sales of £21m; acquired by China's Ctrip for £1.4bn in 2016
- **Charlotte Tilbury Beauty**, the beauty products retailer, featured in 2019 with exports of £43.7m; acquired last year by Spanish fashion and fragrance firm Puig reportedly for around \$1bn

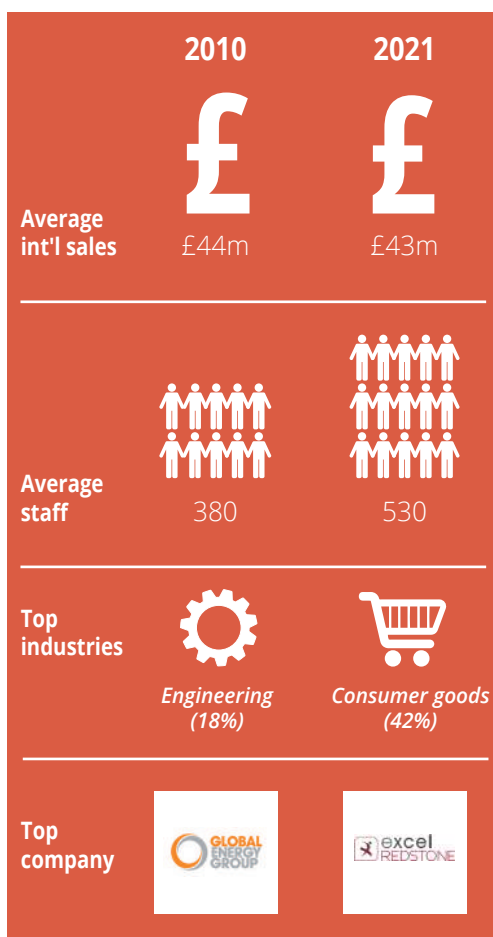
### Failures

Fewer than 10% of International Track companies have gone bust.

Companies that have failed include lifestyle retailer Cath Kidston, which had exports of £33.7m in 2016 before going into administration in April last year as lockdowns closed its stores; Gaucho, the Argentinian steak house chain which collapsed in 2018; and PKR, a 3D poker website, which featured in 2011 and went bust in 2017. Edinburgh Woollen Mill rescued Berwin & Berwin, the menswear firm which featured in 2013 and 2016, from administration in 2019, but the following year the group entered administration.

































\* International Track ranked 100 companies in 2010 and 2011, expanding to 200 companies from 2012 onwards

### How the International Track 200 has changed



Average figures for companies with turnover above £25m, as the 2010 league also included firms below £25m turnover

## Example International Track 200 alumni

2010	2011	2011	2011
			
2012	2012	2012	2012
			
2012	2012	2012	2012
			
2013	2013	2013	2013
			
2013	2013	2013	2013
			
2014	2014	2014	2014
			
2014	2015	2015	2015
			
2017	2017	2018	2019
			

## 2021 INTERNATIONAL TRACK 200 LEAGUE TABLE

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
1	<b>ExcelRedstone</b> IT infrastructure provider	Central London	Dec 19	254.46%	†36,310	†113,470	694	1989	Has helped firms across the world adapt their IT infrastructure to cope with the pandemic
2 [7]	<b>La Fosse Associates</b> Recruitment consultancy	Central London	Dec 19	245.70%	14,327	130,914	221	2007	Its new venture, futureproof, trains software engineers for the likes of Babylon Health and Ovo Energy
3	<b>Goodstuff</b> Media agency	Central London	Dec 19	231.62%	11,421	126,896	110	2004	Ben & Jerry's, Groupon and Spotify are among this media agency's global clients
4	<b>Direct Healthcare Group</b> Medical device supplier	Caerphilly	Dec 20	218.31%	*27,600	*61,733	300	2009	Took five months' worth of orders in two weeks as lockdowns set in last year
5	<b>Huel</b> Nutrition brand	Hertfordshire	Jul 20	208.68%	*39,800	*71,640	120	2015	Has sold more than 100 million meals in 90 countries
6	<b>BullionByPost</b> Online gold dealer	Birmingham	Apr 20	205.05%	*36,700	*209,500	47	2008	Gold bullion sales more than trebled in the early months of the pandemic
7	<b>Gael Force Group</b> Marine equipment manufacturer	Inverness	Dec 19	204.47%	6,608	41,903	252	1983	Opened its first overseas base in Canada in 2019 and plans to expand into Scandinavia
8	<b>SBZ Corporation</b> Additives supplier	Essex	Dec 19	201.20%	8,487	27,990	21	2003	Has expanded its 6,500 cubic metre oil storage facility on the east coast of England
9	<b>Oscar Technology</b> Recruitment consultancy	Manchester	Aug 19	159.35%	20,613	28,011	69	2001	Is launching a recruitment division for the life sciences industry
10 [9]	<b>Kingsbury</b> Machine tools wholesaler	Hampshire	Dec 19	156.17%	9,715	83,135	323	1956	Supplies German-made machine tools and devices used to make medical ventilators
11	<b>Express Engineering</b> Subsea equipment engineer	Gateshead	Sep 20	130.89%	*21,275	*36,078	217	1973	Manufactures turnkey products that control and connect subsea equipment
12	<b>Sykes Holiday Cottages</b> Holiday cottage rental agency	Chester	Sep 20	129.31%	*9,118	*84,950	800	1991	Changed 150,000 bookings of holiday cottages in the UK, Ireland and New Zealand
13	<b>LMG</b> Digital property services	Central London	Dec 19	124.90%	3,662	33,931	174	1986	Has expanded into Europe, winning clients such as Société Générale
14	<b>The Entertainer</b> Toy retailer	Buckinghamshire	Jan 20	123.79%	27,454	236,312	2,348	1981	Acquired a Spanish toy retailer in 2018 and the Early Learning Centre in 2019
15 [24]	<b>Beta Pharmaceuticals</b> Pharmaceuticals wholesaler	Essex	Sep 19	118.37%	15,615	43,218	84	1986	Exports medical supplies to Europe, East Africa and the Middle East
16	<b>Fashion UK</b> Branded fashion supplier	Leicester	Jul 19	110.72%	27,802	59,621	103	1999	Has a showroom and distribution base in Dusseldorf and owns a factory in India
17	<b>Oh Polly</b> Online fashion retailer	Glasgow	Apr 20	110.59%	*14,300	*39,662	209	2015	Its clothes are worn by celebrities such as the American model Hailey Bieber
18 [49]	<b>Wireless Logic</b> Technology platform provider	Berkshire	Apr 20	107.48%	39,851	91,421	213	2000	Helped with connectivity services to monitor numbers of people in shops during Covid
19	<b>Rebound Returns</b> E-commerce returns technology	Telford	Dec 19	103.56%	*5,426	*27,300	44	2014	Its software helped global brands develop flexible returns policies during the pandemic
20 [22]	<b>iwoca</b> Business finance provider	Central London	Dec 19	102.97%	11,700	68,587	294	2012	Has provided funding to more than 50,000 small businesses in Europe since 2012
21 [74]	<b>Redwood Technologies Group</b> Communications tech provider	Berkshire	Dec 19	98.35%	14,515	39,162	266	1993	Its AI technology has helped public sector bodies manage demand for Covid-19 information
22	<b>BJS Home Delivery</b> Delivery and storage services	West Midlands	Jul 19	97.82%	6,362	26,660	403	2009	Founder called on more businesses to hire homeless people during lockdowns
23	<b>Segen</b> Solar equipment distributor	Aldershot	Nov 19	96.20%	70,238	116,590	119	2005	Subsidiaries in Germany and South Africa supply growing local markets with solar products
24 [5]	<b>Chilly's Bottles</b> Reusable bottles brand	Central London	Jul 20	95.50%	*22,006	*44,141	19	2010	Donated £250,000 worth of its reusable water bottles to NHS staff
25 [61]	<b>Spectrum Medical</b> Medical device developer	Gloucester	Dec 19	93.18%	32,774	33,128	173	2006	Its life support systems have been used to treat critically ill Covid-19 patients

\* supplied by company † annualised

## 2021 INTERNATIONAL TRACK 200 LEAGUE TABLE

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
26	<b>HydroGarden</b> Hydroponic products supplier	Coventry	Dec 20	87.89%	*13,996	*41,407	138	1994	Acquired German hydroponic equipment wholesaler Grow In in March
27 [37]	<b>Vegware</b> Compostable packaging maker	Edinburgh	Jan 20	87.16%	19,178	45,908	86	2006	Its plant-based disposables helped businesses and schools offer socially distanced catering
28 [52]	<b>Davies Group</b> Specialist professional services	Central London	Jun 20	84.98%	28,887	177,277	2,473	1968	Acquired Florida consultancy firm Wakely Actuarial in December
29	<b>Kammac</b> Outsourcing logistics specialist	Lancashire	Dec 19	83.57%	3,441	29,097	298	1988	Handles over 1.4m pallets a year for retailers, breweries and pharmaceutical clients
30	<b>Excool</b> Data centre cooling	Worcestershire	Mar 20	82.91%	15,842	26,207	157	2009	Its cooling systems provide a total carbon saving equivalent to the emissions of 112,000 homes annually
31	<b>Blue Group</b> Industrial machinery distributor	Cheshire	Dec 19	82.28%	2,512	28,042	80	2004	Sells crushers and shredders to the demolition and scrap industries
32	<b>Wingate</b> Building services provider	Basingstoke	Sep 20	81.32%	9,344	42,318	268	1973	Provided site services during construction of AstraZeneca's Cambridge R&D centre
33	<b>Matchroom Sport</b> Sporting events promoter	Essex	Jun 19	81.10%	99,691	192,882	87	1982	Eddie Hearn, its managing director, published "Relentless: 12 Rounds to Success" in October
34 [31]	<b>Sabio</b> Contact centre technology provider	Central London	Sep 19	79.46%	42,453	89,173	447	1998	Made four acquisitions in 2020, despite the pandemic and all staff working remotely
35	<b>Ignition Technology</b> Software distributor	Farnborough	Apr 20	78.04%	4,547	28,681	32	2015	Says it achieved record sales for its remote-access software during the first lockdown
36	<b>Five Guys</b> Burger restaurant chain	West London	Dec 19	77.67%	89,863	263,091	4,714	2012	In May last year, its 18 German outlets launched a delivery service for the first time
37	<b>Sloane Helicopters</b> Helicopter services provider	Northamptonshire	Dec 19	76.87%	15,224	30,535	59	1969	Supplies helicopters to wealthy clients and air ambulance services
38 [73]	<b>Dormole</b> Tool distributor	Kent	Dec 19	76.81%	36,451	242,685	1,040	1974	Invested in its stock of more than 30,000 tool products at the onset of the pandemic
39	<b>Naylor Industries</b> Construction products manufacturer	Barnsley	Feb 20	76.36%	3,618	55,564	380	1890	Its clay drainage system was used to build a Fruit of the Loom factory in Morocco
40 [63]	<b>QBS Software</b> Software delivery platform	Wembley	Mar 20	76.22%	18,517	76,925	79	1987	Its acquisition of German firm Compuwave in September was its third since the onset of the pandemic
41	<b>Thurston Group</b> Modular building manufacturer	Wakefield	Oct 19	75.94%	3,244	32,959	242	1970	Develops blast resistant buildings and mobile labs for the petrochemical industry
42 [1]	<b>Reed &amp; Mackay</b> Corporate travel agency	Central London	Mar 20	75.18%	*17,622	*81,693	1,000	1962	Its mobile app for corporate travel now provides data on airline and hotel hygiene
43	<b>Stiltz</b> Home lift manufacturer	West Midlands	Dec 19	74.90%	16,106	27,472	223	2010	Launched a recruitment drive as demand for its home lifts grew during the pandemic
44	<b>Time Wholesale Services</b> Consumer goods wholesaler	East London	Jan 20	73.99%	28,625	84,470	77	1999	Sells a range of 8,500 product lines to more than 2,500 customers worldwide
45 [156]	<b>Cloud Technology Solutions</b> Cloud IT developer	Manchester	Mar 20	73.16%	*16,218	*40,055	163	2008	Has performed more than 50 million cloud migrations in 83 countries around the world
46	<b>Mechatherm International</b> Furnace manufacturer	West Midlands	Feb 20	72.50%	33,953	34,931	69	1973	Designs furnaces for aluminium producers in America and the Middle East
47 [12]	<b>One Retail Group</b> Online retailer	North London	Dec 19	69.29%	23,615	39,160	17	2013	Dispatches more than 4,000 orders a day to customers in 60 countries
48	<b>Southgate Global</b> Packaging solutions provider	Norfolk	Dec 19	68.38%	5,842	33,420	54	1966	Has designed employee temperature-testing stations for warehouse workers
49 [47]	<b>BrewDog</b> Brewery	Aberdeenshire	Dec 19	66.44%	59,915	214,896	1,767	2007	Launched in the Netherlands with an open-plan 'brewpub' at the height of the pandemic
50	<b>Global Loan Agency Services</b> Finance services provider	Central London	Dec 19	65.73%	20,323	28,300	79	2011	Has six overseas offices, including one in Paris which opened in 2019

\* supplied by company † annualised

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51 [36]	<b>St Pierre Groupe</b> Bakery group	Manchester	Dec 19	64.11%	51,146	88,898	35	1986	Donated more than \$1m worth of its bakery products in the UK and America during the pandemic
52	<b>Anthesis Group</b> Sustainability consultancy	Central London	Dec 19	63.13%	*18,811	*27,663	454	2013	Acquired Spanish sustainability agency Lavola in 2019, giving it a presence in 17 countries
53 [72]	<b>G2V Recruitment Group</b> Recruitment group	Central London	Mar 20	62.77%	41,028	85,677	250	2004	Opened its first European office in Amsterdam last summer
54	<b>Sweaty Betty</b> Women's activewear retailer	Central London	Dec 20	62.29%	*42,603	*128,056	750	1998	American celebrities such as Jennifer Aniston and Reese Witherspoon are fans of this brand
55	<b>Macs Adventure</b> Travel adventure activities	Glasgow	Nov 19	61.86%	12,717	27,213	99	2009	Its walking and adventure tours to include strict social distancing measures
56 [126]	<b>Adaptavist</b> IT consultancy	Central London	Sep 19	61.28%	44,000	48,961	246	2005	Bought American technology consultancy Go2Group last year, acquiring customers such as Fannie Mae
57 [159]	<b>Gravitas Recruitment</b> Recruitment consultancy	Central London	Nov 19	61.12%	*7,386	*55,765	178	2010	Its operations in Asia have remained strong, with a new office opening in Shenzhen, China in 2021
58 [172]	<b>Cooper Turner Beck</b> Industrial fastener manufacturer	Sheffield	Dec 19	59.82%	†*118,026	†*135,637	1,142	1863	Deemed an essential manufacturer, more than a century after it made rivets for battleships
59 [18]	<b>Gymshark</b> Online fitness clothing brand	Solihull	Jul 20	59.55%	*206,100	*260,674	455	2012	Sold a 21% stake to US investor General Atlantic in August, valuing it at over £1bn
60 [191]	<b>Broadland Drinks</b> Wine producer and importer	Norfolk	Mar 20	59.48%	8,158	78,989	156	1965	Its advent calendar of 24 mini wine bottles is popular with American drinkers
61 [123]	<b>Jellyfish</b> Digital marketing agency	Central London	Dec 19	58.92%	†*96,785	†*154,524	791	2005	Held more than 6,600 hours of virtual training for its clients in April and May 2020
62 [29]	<b>Invenio Business Solutions</b> IT consultancy	Reading	Mar 20	58.88%	*33,452	*43,846	848	2006	Has launched a Covid-19 package to help clients digitise their supply chains
63 [67]	<b>Busy Bees</b> Nurseries operator	Staffordshire	Dec 19	58.75%	239,069	527,869	12,848	1983	Nurseries in South East Asia shared Covid safety strategies with counterparts worldwide
64 [59]	<b>Oxford Economics</b> Economic research consultancy	Oxford	Jul 19	57.57%	23,243	41,710	259	1981	Its forecasting technology has helped clients understand the pandemic's economic impact
65	<b>Castle Air</b> Helicopter services provider	Cornwall	Nov 19	56.43%	10,367	29,151	84	1979	Claims to have the largest stock of parts for the Agusta 109 helicopter in the world
66 [51]	<b>Revolution Beauty</b> Beauty products retailer	Kent	Dec 19	56.16%	*102,003	*152,428	205	2014	Collaborated with Warner Brothers last year on a collection inspired by US sitcom Friends
67	<b>X-Cel Superturn</b> Precision engineer	Rotherham	Mar 20	55.61%	†20,178	†32,277	202	1984	Produces precision engineered components for the oil and gas, nuclear and renewables sectors
68	<b>Special Piping Materials</b> Pipes and fittings supplier	Manchester	Dec 19	54.14%	27,070	39,632	63	1989	Cemented supply-chain relationships whilst enduring a downturn in the oil and gas sector during 2020
69	<b>ERSG</b> Energy recruitment consultancy	Southeast London	Dec 19	53.89%	†51,538	†84,103	97	2008	Helps international clients recruit staff in the renewable energy sector
70 [48]	<b>SIAN Wholesale</b> Consumer goods wholesaler	Surrey	Dec 19	52.97%	31,087	49,114	34	2003	Exports worldwide and has seen a surge in demand for hand sanitiser
71	<b>Grayson Thermal Systems</b> Automotive technology provider	Birmingham	Mar 20	52.17%	*11,781	*34,802	294	1978	Developed air circulation systems to help protect bus drivers from Covid-19
72 [46]	<b>Captify</b> Advertising technology company	Central London	Mar 20	51.96%	*25,679	*47,857	228	2011	Opened its 10th overseas office in 2019, in Milan
73	<b>Worldwide Recruitment Solutions</b> Recruitment consultancy	Altrincham	Dec 19	51.05%	32,923	45,129	80	2008	Helped arrange repatriation and isolation periods for crew members
74	<b>Decora</b> Blind manufacturer	Northern Ireland	Dec 19	50.60%	14,649	87,795	1,170	1979	Acquired Dutch firm Coolblinds for an undisclosed sum in August last year
75	<b>Phoenix ME</b> Electrical engineer	Central London	Sep 19	50.40%	20,692	163,371	496	1931	Installs mechanical and electrical systems for the likes of Amazon and Google

\* supplied by company † annualised

## 2021 INTERNATIONAL TRACK 200 LEAGUE TABLE

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
76 [150]	<b>Autosmart International</b> Vehicle cleaning products	Staffordshire	Jan 20	50.38%	15,944	37,538	199	1979	Ramped up production of vehicle cleaning chemicals used to prevent the spread of Covid-19
77 [34]	<b>Havwoods</b> Hardwood flooring specialist	Lancashire	Dec 19	50.23%	10,130	48,684	106	1975	Switched to virtual consultations when its showrooms from New York to Melbourne closed
78 [132]	<b>Purdicom</b> Wireless network provider	Oxfordshire	Dec 19	49.35%	5,088	32,571	56	2005	Supplies wireless network equipment including Google hardware to Europe, Dubai and Russia
79	<b>Inoapps</b> IT consultancy	Aberdeen	Jul 19	49.01%	15,198	31,310	233	2006	Supplies energy clients with Oracle software from offices in America and Malaysia
80	<b>ProCook</b> Cookware manufacturer & retailer	Gloucester	Mar 20	48.73%	2,461	38,954	550	1995	Sells cookware and kitchen accessories online to customers across Europe
81 [115]	<b>Lyle &amp; Scott</b> Fashion retailer	Central London	Mar 20	47.18%	31,760	64,419	159	1874	Sells golf clothing through its franchise stores in the Netherlands and Sweden
82 [93]	<b>Edge Worldwide Logistics</b> Logistics services broker	Salford	Jun 20	46.43%	*11,639	*71,106	63	1989	Helped transport PPE for international NGOs at the start of the pandemic
83	<b>RPV</b> Valve distributor	Bury St Edmunds	Jan 20	46.29%	28,289	32,390	47	1994	Stocks petrochemical valves worth more than £60m across its five warehouses
84	<b>CCS McLays</b> Retail supplies provider	Cardiff	Mar 20	46.14%	*6,251	*47,718	96	2005	Supplies bespoke packaging and retail consumables to Dutch lingerie brand Hunkemöller
85 [25]	<b>LHi Group</b> Recruitment consultancy	Central London	Dec 19	45.95%	*25,921	*56,879	210	2002	Its consultants in Munich, Paris, New York and California advise on renewable energy
86	<b>Alcumus</b> Regulatory compliance management	Cardiff	Dec 19	44.53%	3,543	49,323	527	1979	Helps clients comply with emerging workplace Covid regulations
87	<b>Sheffield Haworth</b> Recruitment consultancy	Central London	Dec 19	43.56%	23,396	35,425	138	1993	Advised clients on the impact of Covid-19 on the future of global recruitment
88 [60]	<b>CloserStill</b> Exhibition organiser	Central London	Dec 19	43.35%	†27,549	†65,417	297	2008	Organised more than 16 online events last year
89 [65]	<b>Brogan Group</b> Construction access specialists	Hertfordshire	Dec 19	43.31%	21,143	48,148	625	1988	Won a Queen's Award for Enterprise in international trade last year
90	<b>Scott &amp; Newman</b> Potato merchants	Shrewsbury	Jun 19	43.15%	6,492	27,974	16	1919	Granted a Ministry of Food Licence for distributing potatoes throughout Shropshire during WW2
91 [13]	<b>Once Upon A Time</b> Advertising agency	Central London	Apr 20	42.76%	*5,946	*38,963	123	2013	Works with some of the world's biggest film studios
92 [113]	<b>bulk</b> Sports nutrition brand	Colchester	Dec 19	42.59%	31,551	56,973	179	2006	Opened a 100,000 sq ft distribution centre in Poland in 2019
93 [96]	<b>Flair Rugs</b> Rugs supplier	Derbyshire	Jun 20	41.67%	*2,377	*28,006	135	1984	Trades in more than 25 different countries across the world
94 [144]	<b>Money Penny</b> Outsourced communications provider	Wrexham	Dec 19	41.66%	†3,375	†36,146	722	2000	Handles over 20m calls and web chats a year on behalf of 21,000 clients in the UK and America
95 [80]	<b>Gama Healthcare</b> Antimicrobial product distributor	Watford	Mar 20	41.52%	20,415	50,038	182	2004	Its infection prevention products have been used to fight Covid-19 in more than 60 countries
96	<b>Thermoseal Group</b> Insulated glass parts supplier	Birmingham	Dec 19	40.95%	3,032	25,907	155	1979	Increased its stock of raw materials for insulated glass ahead of Brexit
97	<b>BAP Pharma</b> Pharmaceuticals supplier	Slough	Dec 19	40.92%	70,817	105,451	20	2011	Helped maintain the supply of drugs for a client's Covid-19 vaccine trial
98	<b>disguise</b> Live event technology provider	Central London	Dec 19	40.60%	29,138	34,642	90	2012	Helped produce Metallica's pay-per-view charity concert, streamed online in November
99 [75]	<b>ASM Technologies</b> Specialist IT distributors	Cheshire	Mar 20	40.23%	*11,305	*62,246	72	1992	Has offices in Cheshire, London, Dusseldorf and Paris
100 [20]	<b>YMU Group</b> Global talent management	Central London	Dec 19	38.97%	†14,314	†48,319	308	1984	Acquired LA-based music agency Deckstar in 2017, adding Blink-182 and Steve Aoki to its roster of stars

\* supplied by company † annualised

## 2021 INTERNATIONAL TRACK 200 LEAGUE TABLE

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
101	<b>Clearvision</b> IT consultancy	Southampton	Dec 19	38.42%	17,833	35,664	62	1997	Has helped clients transition to remote working during the pandemic
102 [138]	<b>Investis Digital</b> Digital communications provider	Central London	Dec 19	38.32%	29,597	43,703	494	2000	Groupon, ASOS and Anglo American are among its global customers
103	<b>Charles Bentley</b> Household products manufacturer	Loughborough	Mar 20	37.91%	4,011	31,275	137	1860	Pivoted from supplying home and garden furniture to providing hygiene products
104 [82]	<b>ACC Aviation</b> Aviation services provider	Surrey	Dec 19	37.63%	170,159	175,899	56	2002	Acquired Dubai-based aviation consultancy Aerotask in 2019
105	<b>M&amp;E Global</b> Recruitment consultancy	Worcestershire	Dec 19	37.11%	35,580	38,428	580	2013	Sources marine engineers and aircraft mechanics to service military equipment
106	<b>RSK</b> Environmental & engineering consultancy	Cheshire	Apr 20	37.06%	†*67,380	†*281,900	3,468	1989	Acquired Austrian environmental consultancy Boden + Wasser in September
107	<b>iaa</b> Beauty products distributor	North London	Feb 20	36.90%	8,756	29,533	180	1994	Distributes its range of environmentally friendly skincare through beauty salons internationally
108 [176]	<b>Bee Health</b> Food supplement manufacturer	East Yorkshire	Dec 19	36.79%	2,336	28,564	267	1992	Produces 400m vitamin capsules and tablets a week at its Yorkshire factory
109	<b>Rarewaves</b> Online retailer	West London	Aug 20	36.50%	*31,880	*36,890	30	2005	Its founder owns a collection of more than 100,000 vinyl records
110	<b>Denholm Energy Services</b> Energy sector services provider	Glasgow	Dec 19	35.65%	167,997	191,178	4,527	2015	Operates internationally in the Middle East, Caspian Sea and America
111 [81]	<b>Yours Clothing</b> Plus-size clothing retailer	Peterborough	Feb 20	34.76%	*11,399	*107,500	1,391	1994	Sells its plus-sized clothing direct to consumers in more than 100 countries
112 [153]	<b>Xexec</b> Employee engagement services	North London	Nov 19	34.74%	11,227	57,423	57	2000	Offers employee discounts with 3,000+ retailers worldwide, including Apple, Starbucks and Amazon
113	<b>EU Automation</b> Machine parts supplier	Stafford	Mar 20	33.86%	*59,410	*66,136	237	2009	Opened a distribution centre in Frankfurt to mitigate against the impact of Brexit
114 [112]	<b>MVF</b> Customer generation services	North London	Mar 20	33.43%	*75,719	*112,222	477	2009	Has provided virtual mental health support, a bereavement helpline and a mindfulness app to its staff
115 [35]	<b>Cult Beauty</b> Online beauty retailer	Central London	May 20	33.33%	*65,000	*123,436	188	2008	Temporarily stopped shipping to 10 countries including Argentina and Pakistan in the autumn
116 [140]	<b>Whitworth Group</b> Flour miller	Northamptonshire	Mar 20	32.53%	36,588	436,964	711	1886	Ramped up flour production during the pandemic and exports across Europe
117 [98]	<b>Fruitful Office</b> Fruit delivery service	Croydon	Dec 19	32.26%	17,133	30,541	585	2006	Launched a 'work from home' fruit delivery service for companies with remote-working staff
118 [124]	<b>Vivobarefoot</b> Footwear manufacturer & retailer	Central London	Jun 20	32.18%	26,885	34,075	69	2012	Taiwanese firm Stella International, which makes shoes for Nike and Timberland, is an investor
119	<b>Brisko Metal Resources</b> Steel wholesaler	Kingston upon Thames	Jun 19	32.05%	4,456	76,221	78	1996	Produces more than 150,000 tonnes of welded steel tubes and pipes a year
120 [64]	<b>Phaidon International</b> Recruitment consultancy	Central London	Oct 19	31.78%	105,628	114,656	765	2004	Advised its clients on how to integrate new staff who are working remotely
121 [147]	<b>Ligentia</b> Supply chain manager	Leeds	Dec 19	31.69%	55,590	123,709	410	1996	Offered clients free storage space in China as the pandemic curtailed supply chains
122	<b>Westley Group</b> Engineering Group	West Midlands	Jun 19	31.67%	9,884	33,322	317	1973	Supplies cast and machined components to the naval defence, marine and oil & gas industries
123 [110]	<b>Inside Travel Group</b> Tour operator	Bristol	Dec 19	31.64%	22,820	49,444	194	2000	Before the pandemic struck it helped 12,000 people explore Asia each year
124 [26]	<b>CField Construction</b> Construction contractor	Central London	Dec 19	31.32%	28,249	77,478	75	2011	Is transforming Grade II listed Bodmin Jail in Cornwall into a unique luxury hotel
125	<b>Halewood Artisanal Spirits</b> Alcoholic drinks maker	Central London	Jun 20	31.06%	145,852	401,524	991	1978	Its Whitley Neill brand is the bestselling premium gin in the UK

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## 2021 INTERNATIONAL TRACK 200 LEAGUE TABLE

Rank 2021 [2020]	Company Activity	HQ location	FYE	Annual int'l sales growth over 2 yrs	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Comment
126 [91]	<b>Silbury</b> Food ingredients supplier	Banbury	Oct 19	30.80%	7,397	59,837	32	1985	Owens a stake in HIT Group, one of Europe's largest tomato processors
127 [166]	<b>TopCashback</b> Cashback website	Stafford	Dec 19	30.69%	42,282	156,779	222	2005	Operates cashback sites in the UK, America, India, China and Germany
128 [151]	<b>Options</b> Financial technology provider	Central London	Dec 19	30.44%	58,605	88,751	268	1993	Expanded its financial services in Brazil and Russia during the pandemic
129 [90]	<b>Selwood</b> Pump manufacturer & renter	Hampshire	Dec 19	30.32%	8,295	88,716	599	1946	Its low emission pumps have been supplied to engineers helping expand the Paris Metro
130 [133]	<b>A-Safe</b> Safety barrier manufacturer	Halifax	Dec 19	30.02%	61,366	70,382	489	1984	Its safety barriers have been installed in more than 30 international airports
131	<b>Woolley Brothers Wholesale Meats</b> Meat wholesaler	Sheffield	Dec 19	29.94%	9,534	53,991	115	1979	Supplies deboned meat to wholesalers across Europe
132	<b>FFX</b> Tools and equipment retailer	Kent	Sep 19	29.93%	11,517	58,938	130	2003	Sells its range of 90,000 construction tools online, with customers in France and Germany
133 [42]	<b>JDX</b> Financial services consultancy	Central London	Mar 20	29.93%	*13,800	*42,200	628	2012	Launched virtual consulting for its financial services and insurance clients
134 [119]	<b>Oil Consultants</b> Recruitment consultancy	Tyne and Wear	Dec 19	29.92%	49,125	53,780	49	1999	Its overseas offices from Aberdeen to Indonesia help place energy sector technicians
135 106	<b>Amoria Bond</b> Recruitment consultancy	Manchester	Nov 19	29.86%	56,721	74,259	146	2006	Despite Covid-19, is in the process of establishing a new office in America
136	<b>SSS Super Alloys</b> Nickel alloy distributor	Sheffield	Dec 19	29.68%	19,152	27,446	27	2004	Exports nickel alloys from Sheffield to customers in the global aerospace industry
137	<b>Cambridge Commodities</b> Nutritional supplement wholesaler	Ely	Nov 20	29.66%	*25,000	*63,500	0	1998	Acquired American company Ultimate Superfoods in April 2020
138	<b>Mirius</b> Cleaning chemicals manufacturer	Coventry	Nov 19	29.46%	*11,625	*32,066	186	1963	Its veterinary products are in demand from Chinese pig farmers to combat swine flu
139 83	<b>Adare International</b> Marketing services provider	Basingstoke	Dec 19	29.16%	199,695	234,263	686	1982	Hilton, Hitachi and Huawei have used its marketing technology platform
140	<b>Carmel Clothing</b> Fashion supplier	North London	Dec 19	28.99%	6,136	75,081	248	1957	Started in 1957 as Carmel Pleaters and now supplies over 1m garments a month to fashion retailers globally
141	<b>Hedonism Wines</b> Wine retailer	Central London	Jul 19	28.97%	9,696	40,891	225	2010	Stocks a bottle of Macallan priced at £145,000 and is holding virtual wine tastings
142 76	<b>Origin</b> Door & window manufacturer	High Wycombe	Dec 19	28.89%	4,366	41,876	278	2002	Kept its Florida factory open to make and deliver luxury doors when showrooms closed
143 15	<b>The&amp;Partnership</b> Marketing communications group	Central London	Dec 19	28.54%	310,448	630,046	795	2001	Created an ad campaign for Toyota showing how UK Olympians were adapting to lockdown
144 [180]	<b>Uform</b> Kitchen door supplier	County Antrim	Apr 20	28.48%	*13,640	*36,588	328	1993	Hired staff to meet demand for home improvements during the pandemic
145	<b>British Engineering Services</b> Testing services provider	Manchester	Dec 19	28.21%	3,171	49,247	577	1859	Provides testing, inspections and certification services to one of Ireland's largest insurers
146	<b>GLD Group</b> Clothing & footwear retailer	Perthshire	Jan 20	28.14%	21,895	56,224	198	2006	Installed technology that enabled it to show its products virtually to customers
147	<b>Huxloe Logistics</b> Logistics services provider	Kettering	Mar 20	27.97%	4,063	37,760	35	2009	Supporting online pharmacies in delivering medical supplies to homes across Europe
148	<b>Star Brands</b> Cleaning products supplier	Leeds	Aug 19	27.94%	2,560	30,850	111	2004	Its The Pink Stuff cleaning brand has close to 100,000 Instagram followers
149 [109]	<b>Ptarmigan Media</b> Financial media agency	Central London	Dec 19	27.66%	70,282	110,772	118	1992	Provides media buying and strategy for global blue-chip financial services clients
150	<b>Oxford PharmaGenesis</b> Medical communications agency	Oxford	Oct 20	27.19%	*32,319	*39,874	370	1998	Worked with Pfizer and AstraZeneca during the Covid-19 pandemic

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151 [195]	<b>Four Communications</b> Marketing & communications agency	Central London	Dec 19	27.06%	*30,072	*77,511	338	2001	In 2020, its latest overseas office, in Saudia Arabia, won its first clients
152	<b>JBA Group</b> Environmental consultancy	Yorkshire	Oct 19	26.97%	7,768	38,724	665	1995	Its 650 engineers, consultants and scientists work on projects from offices in nine countries
153	<b>Farol</b> Agricultural machinery supplier	Oxfordshire	Jan 20	26.97%	8,901	105,963	233	1976	Exports tractors and combine harvesters to customers in mainland Europe
154 [122]	<b>Crafter's Companion</b> Craft products retailer	County Durham	Mar 20	26.70%	*21,447	*34,056	217	2005	Founder Sara Davies has featured regularly on American shopping channels
155	<b>TIMCO</b> Wholesale construction supplier	Cheshire	Dec 19	26.58%	2,950	44,241	157	1972	Warned of a surge in shipping costs at UK ports due to Covid-19 restrictions
156 [160]	<b>Cinesite</b> Visual effects & animation	Central London	Apr 20	26.54%	*74,927	*84,615	1,069	1991	Its Vancouver studio drew 85,000 hairs to create Cousin Itt in The Addams Family animated film
157	<b>CFC Underwriting</b> Insurance intermediary	Central London	Sep 19	26.39%	54,807	67,871	327	2000	Provides insurance to more than 100,000 businesses in over 80 countries
158	<b>Evolution Foods</b> Health foods retailer	Shropshire	Jun 20	25.73%	7,008	66,313	248	2006	Its Shrewsbury factory can produce 120m packets of dried fruit and nuts a year
159	<b>Joseph Heler Cheese</b> Cheesemaker	Cheshire	Sep 19	25.54%	9,127	71,872	166	1957	Sells its Eatlean brand of high-protein cheese at major supermarkets across Spain
160 [139]	<b>A-Gas</b> Chemicals & gases distributor	Portishead	Dec 19	25.21%	*205,679	*247,382	665	1993	Expanded in Italy in November with the acquisition of a refrigerant reclamation specialist
161 [54]	<b>Element</b> Testing services provider	Central London	Dec 19	25.19%	524,385	643,022	6,483	2010	Acquired US pharmaceutical testing specialist Analytical Lab Group in July
162 [197]	<b>Croxsons</b> Glass bottle supplier	Southwest London	Aug 19	25.09%	9,782	31,394	27	1872	Launched an online store last year to sell bottle caps to brewers
163 [45]	<b>MiQ</b> Digital marketing agency	Central London	Dec 19	25.04%	190,545	234,909	610	2010	Helps the likes of PayPal, Mastercard and Sony target their digital advertising campaigns
164	<b>HH Global</b> Marketing services provider	Surrey	Mar 20	24.92%	*380,054	*464,167	1,311	1991	Trades in 50 countries and clients include Google, Samsung and Uber
165	<b>Aspen Pumps</b> Pump manufacturer	Eastbourne	Dec 19	24.84%	65,140	83,398	210	1992	Has made seven acquisitions since 2015 and has sold its products to more than 100 countries
166	<b>Reiss</b> Fashion retailer	Central London	Feb 20	24.74%	69,656	227,438	1,528	1971	Operates more than 200 stores and concessions across America, Asia and Europe
167	<b>Walstead Group</b> Commercial printer	Central London	Dec 19	24.71%	465,815	587,385	3,602	2008	Put antimicrobial coatings on print products to help prevent spread of disease
168	<b>Flashtalking</b> Advertising technology developer	Central London	Dec 19	24.70%	50,099	56,670	283	2001	Helps global brands target consumers with personalised online advertising
169	<b>BJSS</b> IT & business consultancy	Leeds	Apr 20	24.04%	8,844	164,799	1,116	1993	Opened offices in Australia and Portugal in 2020
170 [190]	<b>MPM Products</b> Pet food producer	Manchester	Dec 19	23.41%	*55,152	*79,493	67	2002	South Korea, Kuwait and New Zealand are among this company's 49 markets worldwide
171	<b>DCS Group (UK)</b> Consumer goods manufacturer & distributor	Banbury	Dec 19	23.40%	27,526	230,911	352	1994	Exports its Enliven toiletry and hand hygiene brand worldwide
172	<b>Redlynch Agricultural Engineering</b> Agricultural machinery supplier	Somerset	Nov 19	23.40%	1,795	32,202	36	1997	Sells combine harvesters, seed planters and tractors to trade customers
173	<b>iPulse</b> Hair removal technology	Swansea	Dec 19	22.96%	46,783	48,419	104	2002	Exports to more than 30 countries accounted for 98% of turnover in 2019
174 [79]	<b>VSI Group</b> Language services provider	Central London	Dec 19	22.75%	48,882	57,290	293	1989	Operates from 24 studio facilities across Europe, North and South America, and the Middle East
175	<b>Brompton</b> Bicycle manufacturer	West London	Mar 20	22.67%	38,710	57,044	389	1976	Demand for its handmade folding bikes shot up during the pandemic

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176	<b>Pyramid International</b> Merchandise retailer & wholesaler	Leicestershire	Dec 19	22.53%	12,390	25,325	141	1992	Exports to more than 80 countries
177	<b>Dotmatics</b> Data management software	Hertfordshire	Dec 19	22.45%	21,732	26,048	185	2005	Acquired Boston-based laboratory data automation firm BioBright last year
178	<b>Pacific Produce</b> Fruit and vegetable importer	Oxfordshire	Nov 19	22.43%	9,546	58,627	13	2010	Launched a range of baby food products in Germany last year
179	<b>Grant Westfield</b> Waterproof panel manufacturer	Edinburgh	Dec 19	22.37%	2,052	34,245	164	1881	Its plans to develop distribution networks in North America have been put on hold due to Covid-19
180	<b>Sun Valley</b> Nut supplier	Wirral	Dec 19	22.15%	9,594	39,975	194	1949	Processes more than 15,000 tonnes of peanuts and cashews a year
181	<b>Optimise</b> Performance marketing provider	Norwich	Aug 19	22.13%	19,015	50,577	181	1999	Has expanded into southeast Asia, opening offices in Vietnam and the Philippines in 2019
182 [162]	<b>Argent Foods</b> Food supplier	Central London	Dec 19	22.00%	177,559	747,278	1,746	1997	Opened a carbon neutral distribution centre to supply berries across Europe in September
183	<b>Abbey Forged Products</b> Steel products forger	Sheffield	Oct 19	21.94%	5,618	33,366	201	1982	Forges steel parts used to build rigs and refineries at its Sheffield plant
184	<b>Stott and May</b> Recruitment consultancy	Central London	Dec 19	21.07%	17,721	50,042	76	2010	Held virtual conferences for software developers and cybersecurity experts
185	<b>Groves</b> Haberdashery distributor	Oxfordshire	Jun 19	20.83%	2,205	27,238	101	1966	Added PPE and mask-making equipment to its range of haberdashery
186 [152]	<b>Peninsula</b> Employment law consultancy	Manchester	Mar 20	20.76%	121,161	299,193	3,062	1983	Handles employment and HR inquiries, and provides Covid-19 workplace risk assessments
187	<b>Techbuyer</b> IT hardware supplier	Harrogate	Sep 20	20.25%	*27,867	*40,816	0	2005	Has an inventory of 225,000 computer parts, worth £10m and sold to 100 countries
188 [92]	<b>Smyle</b> Creative agency	Hertford	Mar 20	20.21%	*23,058	*37,818	110	2003	Created an immersive virtual conference for Samsung in September
189 [177]	<b>END.</b> Designer menswear retailer	Newcastle upon Tyne	Mar 20	20.12%	101,618	170,464	628	2005	Its menswear website and apps receive more than 10m visitors each month
190 [193]	<b>Adder Technology</b> IT hardware manufacturer	Cambridge	Jun 19	19.41%	30,660	33,226	153	1984	Exports hardware allowing users to control multiple computers from a single keyboard
191	<b>Lendlock Group</b> Packaging manufacturer	Chester	Jul 19	19.26%	20,306	35,885	387	2003	Owens a cosmetics and toiletries manufacturing business in Shanghai
192	<b>Nationwide Produce</b> Produce supplier	Southport	May 20	19.13%	32,623	138,126	97	1975	Food charity FareShare – supported by footballer Marcus Rashford – is using one of its Evesham distribution depots
193	<b>Score Group</b> Engineering services provider	Aberdeenshire	Sep 19	19.05%	142,733	238,700	1,847	1982	Serves the energy, utilities and manufacturing sectors from 30 sites across five continents
194	<b>Lovehoney</b> Sex toy retailer	Bath	Mar 20	19.01%	*56,342	*124,345	312	2002	Owens the exclusive rights to produce Fifty Shades of Grey sex toys
195 [105]	<b>Tenth Revolution Group</b> Recruitment consultancy	Newcastle upon Tyne	Nov 19	18.75%	*189,100	*297,100	1,640	2006	Opened its latest international office, in Switzerland, in January
196 [200]	<b>CT Automotive</b> Automotive parts supplier	Portsmouth	Dec 19	18.56%	62,044	88,715	2,849	2000	Despite the pandemic, production has been maintained in at least one of its three global locations
197	<b>Swan Mill Holdings</b> Paper tableware manufacturer	Kent	Mar 20	18.46%	*19,466	*64,740	314	1892	Produces around 5bn napkins a year for hospitals, shops and restaurants
198 [100]	<b>John Good</b> Logistics & corporate travel	Hull	Dec 19	18.46%	18,200	99,927	320	1833	Operates from 11 UK locations as well as America, Turkey, China and mainland Europe
199 [97]	<b>Grenade</b> Sports nutrition brand	Solihull	Dec 19	18.44%	13,078	52,500	60	2009	140,000 of its protein bars are sold globally every day
200	<b>Brigade Electronics</b> Safety device manufacturer	Kent	Jan 20	18.24%	37,885	53,015	201	1976	Exports its vehicle safety systems to five continents

\* supplied by company † annualised



Chief executive Charles de Rohan of **The Binding Site**, which has developed a Covid-19 antibody test

## INTERNATIONAL TRACK ONES TO RECOGNISE

The inaugural International Track Ones to Recognise showcases five companies that have grown exports but do not meet the criteria of the main league table. They all generate a significant proportion of sales overseas.

The list features four British manufacturers. Two of these - spirits company **Ian Macleod Distillers** and cashmere knitwear maker **Johnstons of Elgin** - are family-owned firms based in Scotland. **Tetrosyl Group**, headquartered in Rochdale, is one of Europe's largest manufacturers of car care products. **The Binding Site** is a Birmingham-based manufacturer of blood tests.

The fifth business is **Sygnature Discovery**, which provides drug discovery services at its sites in Nottingham and Alderley Park, Cheshire.

The Ones to Recognise have been judged by Fast Track and HSBC UK.

Company Activity	HQ location	FYE	Latest int'l sales £000	Latest total sales £000	Staff	Founded	Profile
<b>Ian Macleod Distillers</b> Spirits distiller	West Lothian	Sep 19	59,447	110,044	190	1933	Led by managing director Leonard Russell, 59, this family-owned firm produces 15 million bottles of spirits a year, including Glengoyne whisky and Edinburgh Gin. It sells to 60 countries and has seen rising demand from India and China. More than half of its £110 million sales are from exports
<b>Johnstons of Elgin</b> Cashmere textiles manufacturer	Elgin	Dec 19	29,877	77,049	1,044	1797	Founded in 1797, this family-owned firm makes cashmere knitwear in Scotland and sells to 65 countries, with France and Japan its largest markets. It generated 39 per cent of its £77 million sales abroad in 2019 and plans to expand in America and China. It is led by chief executive Simon Cotton, 51
<b>Sygnature Discovery</b> Drug discovery	Nottingham	Mar 20	21,741	35,904	346	2004	Sygnature provides drug discovery services to fight diseases such as cancer and has recently supported Covid-19 research. In 2020, overseas sales hit £21.7 million, representing 61 per cent of turnover. It is led by chief executive Simon Hirst, 56, and is backed by Phoenix Equity Partners
<b>Tetrosyl Group</b> Car care and oil	Rochdale	Mar 20	*52,700	*190,000	1,107	1954	One of Europe's largest makers of car care products sells brands such as CarPlan, Carlube and T-Cut to 100 countries. Sales hit £190 million in 2020, with 28 per cent from exports, and it is targeting £500 million sales by 2023. The founder's son, Peter Schofield, 59, is chairman
<b>The Binding Site</b> Diagnostics test manufacturer	Birmingham	Sep 20	*139,071	*150,153	1,072	1986	This manufacturer supplies more than 35 million blood tests a year and has developed a Covid-19 antibody test. It has a direct presence in more than 25 countries and customers in 100-plus markets. Under chief executive Charles de Rohan, 59, 2020 exports hit £139.1 million, representing 93 per cent of sales

\* supplied by company

## METHODOLOGY

The International Track 200 league table ranks Britain's privately-owned mid-market companies with the fastest-growing international sales over their latest two years of available accounts, i.e. between 2017 and 2019, or 2018 and 2020. International sales were defined as declared non-UK revenue.

**Limitations:** The research is based on the available data about a company's international sales, which can be limited. Companies filing abridged accounts are not required to disclose any geographical breakdown of sales, and many companies filing full accounts do not make this disclosure on the grounds that it may be prejudicial to their interests.

### Qualification criteria

- UK-registered, unquoted, independent and making an operating profit
- International sales of at least £500,000 in the base year (2017 or 2018)
- Latest year international sales of at least £1m (2019 or 2020)
- Latest year total sales between £25m and £1bn. Any sales from joint ventures were excluded
- International sales greater than 5% of total sales in latest year
- No drop in international sales from penultimate to latest year
- Latest year staff numbers greater than 10
- Recruitment, media and travel agencies must show gross profits of at least £5m in the latest year
- At least 25 trading weeks in latest and base year (trading periods different from 52 weeks were annualised on a straight pro-rata basis)

### Research approach

The main research was conducted by the Fast Track research team predominantly between August and December 2020. Companies were selected from a database of 2m private limited UK companies after extensive desk, telephone and case study research. The majority of the companies in the league table have been interviewed by Fast Track.

### Disclaimers

Private company information can be incomplete and, while every effort is made to include all qualifying companies, there may be omissions. Some exceptions were made to the qualification criteria set out above. The compiler's decision is final and no correspondence will be entered into.

## SUPPORTERS

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*The Sunday Times* has been Fast Track's media partner for all 24 years.

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## ABOUT FAST TRACK

### Compiler & publisher



**Hamish Stevenson** owns and runs Fast Track, which he founded in 1997 after securing cornerstone sponsorship from Virgin and ongoing support from Sir Richard Branson. He works closely with leading entrepreneurs, sponsors and media partners.

He is an associate fellow at Green Templeton College, Oxford University, where he completed his masters and doctorate in management studies, and subsequently set up and held the Virgin research fellowship in entrepreneurship. He also has a degree in political science from the University of North Carolina, Chapel Hill.

### The authors



**Gareth Morgan** manages the International Track 200 research.

Prior to joining Fast Track in 2019, he worked on the research team at private equity information service Unquote, covering the European market. He has a degree in English language and linguistics, and a masters in applied linguistics – both from the University of Sheffield.



**Richard Tyler** is director of editorial.

Prior to joining Fast Track in 2012, he was the enterprise editor of *The Daily* and *Sunday Telegraph* for nine years, covering private companies and government policy. He trained in journalism at Euromoney, part of Daily Mail & General Trust, after completing his degree at Manchester University.

**Research support** was also provided by Fast Track researchers Ying Chen, Lindsay Uppadine, Helena Martin, Michael Cook, Eva Gronbech, Ashley Cavers, Laura Parker, Elise O'Brien, Matthew Elliott, Ed Parsons and Jonathan Sinclair; and freelancers Claire Harrington, Will Laws, Ian Hall and Jessica Johnson.



The network of Britain's top private companies



## Fast Track

**International Track 200** is compiled by Fast Track, the UK's leading research and face-to-face networking events company, which ranks top-performing **private** companies and entrepreneurs.

Fast Track has compiled league tables on private companies in partnership with **The Sunday Times** for the last 24 years.

It publishes five other annual league table awards programmes:

- **Tech Track 100** ranks Britain's private technology (TMT) companies with the fastest-growing sales
- **Fast Track 100** ranks Britain's private companies with the fastest-growing sales (excluding tech companies)
- **Profit Track 100** ranks Britain's private companies with the fastest-growing profits
- **Top Track 250** ranks Britain's leading mid-market private growth companies with the biggest sales (the next tier below the top 100, and minimum 5% growth in sales or profits)
- **Top Track 100** ranks Britain's private companies with the biggest sales (£750m to £25bn)

Fast Track is based in Oxford with 20 staff, and a network of seven freelance researchers.



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