

Bregal Sagemount Acquires Leading E-commerce Solutions Provider, NETRADA North America

Written by Australian Business

CINCINNATI--([BUSINESS WIRE](#))--Bregal Sagemount, a growth-focused private equity fund, today announced that it has acquired NETRADA North America (“NNA”, formerly known as FillTek) in partnership with the company’s management team. NNA, a leading end-to-end e-commerce solutions provider, was previously the North American division of NETRADA Holding GmbH (“NETRADA Europe” or “NEU”).

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NNA is poised to take advantage of the rapid growth in e-commerce as consumers increasingly shift spending online and high-growth brands drive more volume through their internet and mobile channels. The company allows its clients to focus their time and resources on building their brand by utilizing NNA’s end-to-end solution, which includes: website and e-commerce platform development, demand management/digital marketing, fulfillment services, logistics management, customer support/financial services, and TradeGlobal (international checkout, duties, and logistics management).

The 2013 launch of its newest 400,000 square foot logistics facility combined with the financial backing of Bregal Sagemount will enable NNA to expand the solutions offered to existing customers and support the launch of new clients. During the first half of 2013, NNA experienced a period of tremendous growth. The company increased revenues by more than 45% and has established itself as one of the preeminent e-commerce solutions vendors, serving a number of major global brands.

“In partnership with NEU we have grown the business substantially in recent years and I am excited at the prospect of continuing this journey and accelerating our investment in support of the services that we offer our clients globally,” said Dave Cook, CEO of NNA. “We are pleased to join forces with Bregal Sagemount, who we are confident will be a great partner given their track record with growth investments.”

NETRADA North America and NETRADA Europe will continue their partnership under a cooperation agreement to ensure that existing clients continue to receive seamless global

support. Dave Cook and Dave Eckley, the co-founders of the NNA will continue to run the business. NNA will continue to make strategic investments to further expand its geographic footprint and service offerings in order to further promote the growth of its clients. In a subsequent transaction, NNA plans to acquire NEU's operation in Shanghai.

“We are excited to partner with NNA’s management team to build on their success by further enhancing their best-in-class service offerings and expanding into strategic geographies,” said Gene Yoon, managing partner at Bregal Sagemount. “NETRADA North America is well positioned to take advantage of the rapid growth in online and mobile commerce, and it is truly unique in the strength and depth of its end-to-end solutions.”

Bregal Sagemount’s investment team for NNA also includes Phil Yates, Adam Fuller, Pavan Tripathi, and Arjun Mehta. The company was advised on this transaction by investment bank Stephens Inc.

About NETRADA North America

NNA, founded in 2001, is the fastest growing provider of end-to-end e-commerce solutions to the fashion and beauty industry. NNA manages all elements of the value chain including fulfillment, customer care and financial services, digital imaging, digital marketing, site management, software development, and e-commerce platform development. For more information on NNA and NEU, please see www.netrada.com.

About Bregal Sagemount

Bregal Sagemount is a growth-focused private equity fund with \$500 million in committed capital. Bregal Sagemount makes investments of \$15 million to \$150 million in market leaders in high growth segments. For more information, please see www.bregalsagemount.com.

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