

A new chapter of growth for Linnworks.

Today marks a significant milestone for Linnworks in the growth of our business. We are extremely pleased to announce that Marlin Equity Partners (Marlin) has made a majority growth investment in the Linnworks business.

We're hugely excited for the positive impact the investment will have for Linnworks customers, with growth capital used to accelerate our investment across all areas of the Linnworks business, from customer services through to our partner ecosystem, as we build a truly world-class organization. We are also investing deep into our product suite - advancing our core platform, developing deeper intelligence capabilities and expanding our integrations portfolio. The fresh capital will also be used to accelerate the company's continued expansion in North America and Europe to further enable brands in these regions to achieve total commerce control, as omnichannel shopping continues to accelerate.

We'll be sharing more on our product roadmap and the wider ecommerce industry during next week's [Linn Academy Virtual event](#), if you would like to join us - [you can register for free here](#).



Driving the next generation of Total Commerce.

Linnworks enables total commerce operations and empowers brands to sell better by connecting commerce everywhere. The ecommerce industry has undergone major change over the past 18 months. As an organization we are dedicated to ensuring that our customers are equipped with the technology and support that will drive their growth as this industry continues to evolve. As brands prepare for a more resilient future and new commerce selling channels and innovations appear at pace, Linnworks improved product performance and expanded product capabilities will enable optimized agility and scalability so its customers can take advantage of every selling opportunity.

"In order to capture every revenue opportunity, brands are recognizing the need to not only increase the number of channels they sell on but also integrate those channels for a frictionless, more personalized customer experience," said Callum Campbell, CEO of Linnworks. "With Marlin's shared vision and support, we are excited to expand our offerings and deepen our capabilities to support our customers' evolving needs and enable brands to scale."

"The commerce landscape is changing, and Linnworks is paving the way for scalable, agile, and resilient operations for brands and retailers in the future," said Roland Pezzutto, a principal at Marlin. "Having been bootstrapped to date, Linnworks compelling value proposition and exceptional leadership has facilitated early success and positioned it as a strong market leader in the space, and we look forward to supporting the company in its next stage of growth."

Linnworks has successfully supported its customers through the shifts and challenges the past 18 months has presented. Increasing its capital now will allow the company to accelerate its investment into expanding capabilities and resources in the most impactful areas for its customers, including product and support, which will positively impact its customers' bottom lines.



FAQs

1) Why did Marlin Equity Partners make a majority growth investment in Linnworks?

Linnworks has a fresh, holistic vision for the future of commerce and offers a growth-oriented product that enables total commerce control for its customers. Linnworks growth trajectory makes them a standout amongst the crowd, and Marlin Equity Partners' investment enables the company's team of exceptional talent to take its product offerings and analytics capabilities to new heights -- now and in the future. Linnworks is backed by the best and poised to accelerate its global potential.

2) Why was Marlin Equity Partners the right fit for this investment?

Both Marlin Equity Partners and Linnworks share a customer-centric philosophy, which has been crucial in ensuring alignment in the partnership, and makes the investment very synergistic. Both companies are full of ambition and hungry to innovate, and Marlin's sector expertise and proven track record of helping SaaS organizations scale is a strategic compliment to Linnworks trajectory. Both companies have a shared conviction on the market opportunity at hand as retailers re-evaluate their operational tools and processes to prepare for this new age of commerce and are committed to offering the most agile, scalable and intelligent commerce operations platform possible.

3) Why did Marlin Equity Partners make this investment now?

The ecommerce industry has seen nearly a decade of growth in the past 18 months alone. As a result, brands and retailers have recognized the need for more connected, frictionless, and data-driven omnichannel commerce operations for agility and resiliency in the future. Linnworks has successfully supported its customers through the shifts and challenges the past year has presented. Increasing its capital now will allow the company to accelerate its investment into expanding capabilities and resources in the most impactful areas for its customers, including product and support, which will positively impact its customers' bottom lines.

4) How will Linnworks customers be impacted by this investment?

There will not be significant changes to Linnworks fundamental business operations, and no action is needed on the part of Linnworks customers. Linnworks customers will ultimately see improved product performance, expanded product capabilities and deeper intelligence capabilities.

5) Can you expand on plans for Linnworks product roadmap, and how this investment will support product development?

Linnworks is focused on improved product performance, expanded product capabilities and optimized agility and scalability for its customers. The investment will further accelerate Linnworks' leading market position amongst mid market and enterprise brands, and fulfill its vision to help brands and retailers win in today's effortless economy. We'll be sharing our product roadmap at Linn Academy Virtual next week. We'd love for you to join us, you can register [here](#) for free.

6) What will be Marlin's role in the company and how will this impact Linnworks leadership and employees?

Roland Pezzutto is the lead investor representing Marlin, and will join the Linnworks board alongside Linnworks CEO, Callum Campbell, and Chairman, Tony Ruane. Marlin will support Linnworks growth by offering access to its network of expertise and supporting its product development; however, Marlin will not be actively involved in the day-to-day operations of the company. There will not be significant changes in leadership or impacts on Linnworks current employees. As Linnworks continues to grow, so will the team, naturally.

7) Can you expand on Linnworks growth plans – both in terms of headcount and geographically – and how this investment will support it?

The investment from Marlin will support Linnworks continued international expansion in North America and Europe. Linnworks has the potential to double its headcount within the next 18-24 months.

