



## Rubicon Partners Invests in Bamboo Distribution

*Acquires majority share of UK mobile phone refurbishing, recycling and fulfillment specialist*

**5th March 2021 – London, UK** – Bamboo Distribution today announced that Rubicon Partners has acquired a majority share in the company. Rubicon Partners is a hands-on investment partnership focused on the acquisition of industrial businesses in Europe and North America.

**Juney Mistiki, Managing Director of Bamboo Distribution**, said “Rubicon’s decision to invest in our company is based on a number of strategic factors - Bamboo Distribution’s commitment to sustainability, our compliance with all environmental and data protection regulations, current and projected growth expectations, operational capabilities and our specialist knowledge of the mobile refurbishing, distribution, recycling and buy-back sectors. Bamboo acknowledges that to reach its full potential we needed a strong, experienced, reputable partner like Rubicon, who will support us through our development and growth strategy.”

**Andrew Fischer, a Founding Partner at Rubicon**, said: “Bamboo Distribution’s market leadership, excellent customer relationships and most importantly, the company ethos, makes the business a valuable partner. It was clear from our discussions that customers highly value Bamboo Distribution’s services and the company’s operations contain the capacity required to capitalise on the sector’s growth predictions. Rubicon’s investment will support Bamboo to gain a strong foothold in Europe with its already strong and stable established partners.”

Andrew Fischer, a Founder and Joseph Boucher, a Principal at Rubicon, join Bamboo Distribution’s board of directors. Both bring a wealth of knowledge and experience and together will coordinate driving the growth opportunities that exist within the business. Bamboo Distribution’s current directors will continue driving the business forwards, together with the 12-strong senior management team and talented 95 employees in the company.

Bamboo Distribution was founded by Juney Mistiki, Dervish Dervish and Paula Hansson in 2009 and quickly gained an exceptional reputation in the industry due to its open culture, proactive approach,

excellent customer service and environmental credentials. The company provides services to the mobile phone insurance industry as well as refurbishing and recycling solutions to a global client base.

**Juney Mistiki** said: “Rubicon acquires on a long-term basis and we have every confidence, based on our engagement with them to date, that our future partnership will be highly fruitful and that their know-how will add significant operational and strategic value to our business.”

Rubicon Partners was advised by KPMG (financial and technology), AON Inpoint (commercial), Fairgrove Partners (customer referencing), PwC (tax), AON (insurance) and Proskauer Rose (legal). Debt facilities were provided by Shawbrook Bank who were advised by Pinsent Masons.

Azets acted as the lead corporate finance adviser to the shareholders and management team of Bamboo Distribution – its shareholders have entered a partnership with a new entity that will be majority owned by funds managed by Rubicon Partners.

### **About Bamboo Distribution**

Bamboo Distribution is an international leader in the recovery, refurbishment, resale and recycling of mobile phones. Its global recovery, processing, fulfilment, sales and distribution services provides partners with the very best value and quality end to end services, always delivered with care and integrity, and within the latest environmental guidelines.

Founded in 2009, the company was formed by three telecoms specialists: Juney Mistiki, Dervish Dervish and Paula Hansson. Working in partnership with insurance companies, major retailers and mobile phone operators, Bamboo Distribution recovers, refurbishes and re-sells used tech products, mainly mobile phones.

Bamboo Distribution actively complies with various environmental and business management systems, covering quality management, environmental responsibilities and GDPR for data protection.

Bamboo Distribution has won several awards over the years which include being named in the Sunday Times International Track 200 and the Queen’s Award for Enterprise - International Trade.

<https://www.bamboodistribution.com>

### **About Rubicon Partners**

Rubicon Partners is a hands-on investment partnership focused on the acquisition of industrial businesses in Europe and North America. Over the past 27 years, Rubicon Partners has invested in 74 businesses across the manufacturing, distribution and service sectors, ranging in value from £15m to £250m. The company creates value by addressing operational and strategic issues.

Rubicon Partners’ focus is on complexity, both within individual companies as well as groups of

businesses or portfolios. It has extensive experience in acquiring from entrepreneurs, private family ownership, management, corporates and private equity funds. The hallmark of its approach is certainty of execution and long-term investment strategy with the ability to add value to businesses over a longer time period than traditional private equity.

Rubicon Partners is a close-knit team of investment professionals with strong operational and strategic capabilities, and with the experience and expertise to work with management to grow companies to their full potential. It achieves this by establishing systems for rigorous financial and operational control, and by providing a framework for strategic planning and implementation.

Rubicon Partners operates across offices in London and Munich with a team of 13 professionals.

<https://www.rubiconpartners.com>