



BACKGROUND:

- Established in 1989. One of the fastest growing beer brands in the UK
- Cobra exports to nearly 30 countries
- Cobra has won numerous high profile awards including the Gold Medal at Monde Selection for product quality and innovation in each of the last three years.
- The Company aims to build Cobra into a Global super premium beer brand via a multi-pronged distribution strategy
- www.cobrabeer.com

THE ROLE OF SPHERE PARTNERS:

- Sphere Partners has been engaged to work closely with the Senior Management team to develop the roadmap for a eventual floatation.
- Sphere Partners supports the Founder/CEO and Finance teams in the analysis of their strategy and the financing alternatives to support their growth.

Karan Bilimoria CBE, Founder and CEO:

“Having Sphere Partners alongside working as part of our team and sitting on our table has proved to be an invaluable support as we formulate our strategy to grow Cobra into one of the leading beer brands.”

Karan Bilimoria CBE, Founder and CEO