

Momentum structure deal at global baby sleep product provider, The Gro Company



- Momentum Corporate Finance has structured a transaction where the management team of The Gro Company have bought a significant stake from the owners, Rob and Ouvrielle Holmes, who will continue with the business.
- The Gro Company, based in Ashburton, Devon, produces innovative products sold worldwide which help children aged from 0 – 5 get a good night's sleep.
- The new equity structure means that both the owners and management team are now focused on continuing to drive the business forward.
- Momentum partner Rob Crews has joined the board as non-executive Chairman at the invitation of the Management team.
- Managing Director of Gro, Rob Holmes, said:
“Momentum Corporate Finance has provided clear strategic advice over the last twelve months which has allowed us to refocus the business and execute the transaction. We are looking forward to a long term relationship with Momentum.”

Momentum is a corporate finance boutique blending blue-chip experience and levels of service with an independent and entrepreneurial outlook

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