

Certified



Corporation

CAPEQ™

# Impact Report

2024-25



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# M&A with Purpose

At CapEQ, we believe strategic results must align with our values: **empathy, integrity, and emotional intelligence**.

This commitment defines our practice, which includes working exclusively with ethically sound industries. We foster internal equity with an **equal gender staff split** and a diverse team (**37% non-graduate**).

Success is shared via a scheme where **10% of net profits are distributed equally** to all staff.

Sustainability is a core pillar. We have been **net zero since 2020**. Our Ecologi partnership has funded **2,760 trees** and helped avoid **236.45 tCO2e**.

We minimise our environmental footprint by utilizing online meetings and ensuring **60% of unavoidable travel is by train**. Our impact focuses on legacy: **500 client employees** have successfully transitioned to new ownership.

We dedicate **12% of senior partner time** to free expert advice for over 100 business owners. Furthermore, we foster community betterment by granting each employee **two paid charity days** and **mentoring eight military-veteran founders** through Heropreneurs.

This report details how our values create tangible results for our clients and community.



Foreword by CapEQ  
co-founder Mark Sapsford

# Our philosophy

Why we do what we do



## People

Our M&A services are founded in **empathy, integrity, and emotional intelligence.**

That means we care about treating staff and suppliers well, safeguarding jobs, and looking after clients.



## Planet

We have been **net zero on CO2** emissions since we founded CapEQ in 2020.

Our ongoing partnership with Ecologi helps us find legitimate environmental projects worth investing in.



## Profit

We are committed to winning and losing as a team. Our **profit share scheme** relies on transparency on our finances and equal redistribution, and we only work with clients in **ethically sound industries.**

# People



# People



**500** 

While some M&A transactions lead to job cuts, to date 500 client **employees successfully transitioned** to new ownership

**68** 

Our employees are each given **two paid days a year** to support any charity of their choice - totalling 68 hours

**8** 

Our **mentoring partnership** with Heropreneurs has helped eight founders with military backgrounds get their start-ups going.

# Planet



**2,760** 

Through our partnership with Ecologi, CapEQ has funded the planting of **2,760 trees** across **20 projects** from the Amazon to Vietnam.

**240** 

We have supported the prevention of **236.45 tCO<sub>2</sub>e** from being emitted through **44 verified carbon avoidance projects** - from hydro power in India to solar farms in Egypt.

**20** 

Every shareholder we guide through a successful business sale receives a sapling to plant in their garden. To date, **20 fruit trees** have matured, with many clients enjoying cherries and apples.

# Planet



**97%** 

Nearly all of our 1291 meetings in the year were held online, **cutting unnecessary CO2 emissions.**

**50%** 

Where in-person meetings are unavoidable, **50%** of our journeys are by train, with **42%** by car and **8%** flights.

# Profit



**12%**          

35% of our senior partners' time was spent giving free expert advice to over **100 UK & European business owners** - helping them scale up faster, create jobs and focus on key metrics.

**10%**          

10% of our net profits were distributed to employees. Every staff member receives the same amount regardless of salary variation.

**1%**          

Around 1% of our net profit was donated to charities, including the **Cowshed Clothing Bank** in Wokingham UK and **Readifood Foodbank** in Reading UK.



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You've heard from us.

# Contact Us.

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