

Business Finance Proposal Form

Funding Circle Rep	Matthew Barker - 020356 74687
Email	matthew.barker@fundingcircle.com
Date	18 July 2024



Business

Company Name	HEALTHIER BRANDS LIMITED
Trading/Registered Address	22 Nursery Avenue, Hale, Altrincham, Other/Non Uk, WA15 0JP
Registration number	09656002
Is the entity part of a group structure?	No
Date incorporated	25 June 2015
Summary of Business Activities	The business helps source, develop, create, and fund healthier food and drink products for private label brands in supermarkets.
Website	https://healthierbrands.co.uk/

Proposed Finance

Amount and Term	£150k – 24 months
Date Required	July 2024
Purpose of loan	<p>The loan is needed to support the launch of a new product with their main customer, Aldi. They previously had one successful jelly product in Aldi and are now launching another product with different payment terms. Products from Estonia require upfront deposits of 70% due to the new client relationship, which they aim to negotiate down to 30% as the relationship develops. Additionally, a third product is launching in September, requiring upfront shipping costs, creating a cash flow squeeze whilst they grow in the second half of the year.</p> <p>The business needs cash flow to manage these initial expenses while the new products ramp up, expecting to triple turnover and add £800,000 in revenue once all three products are fully operational. With 30-day payment terms from Aldi, cash flow will be tight for the next 2-3 months, necessitating funding to support growth. They are also in talks with other potential customers like B&M and Iceland, which could require additional funding if these opportunities materialize.</p> <p>Has an offer with funding circle, however either wants something with a lower fee, or more flexibility.</p>

Current Position (per last filed accounts)

Annual Turnover	£544,939
Profit/Loss	–£350,303
Shareholder Funds	–£349,704
Overdraft Limit	£25,000
Existing Government + other Debt (CBILS, BBL, Loan, HPs etc.)	bbl - 35k taken with 15k left

Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
Name & Shareholder %	JONATHAN DAVID HALSALL		
Home Address:	38 RUPERT ROAD, ILKLEY, LS29 0AQ		

Previous address (if less than 2 years):	Same as current address		
Homeowner/Tenant:	Homeowner		
Value:	£1.68 million		
Mortgage Balance:	£0		
DOB:	07/02/1985		
Phone 1:	07718106843		
Phone 2:			
Email:	jonathan@naturelly.co.uk		
Consent to Search (Y/N?):	Y		

Primary Contact

Tel: +447718106843 Email: jonathan@naturelly.co.uk