



SECTOR
Consumer

Invested 2016

Timeline

- **2004** - BoilerJuice founded
- **2016** - Livingbridge invests
- **2016** - Records more than 10 million customer quotes through the BoilerJuice platform
- **2017** - Appoints new Chief Executive Officer, Lee Cowles
- **2017** - Over 1 billion litres sold through the BoilerJuice platform
- **2018** - 40,000+ Customer Trustpilot reviews rate BoilerJuice as excellent
- **2019** - Launches 'Connected', a new utility style proposition, connecting oil households as if on a mains supply
- **2019** - Acquires Hastel Limited, a leading manufacturer of wireless remote monitoring

Online heating oil retailer

BoilerJuice was founded by a group of friends in 2004 with the aim of making ordering heating oil easier, cheaper and more convenient. The website matches customer orders with supplier capacity in local areas, encouraging competitive prices. As a result, suppliers maximise volumes and optimise deliveries.

Our investment is supporting BoilerJuice to expand throughout the UK, to develop its technology, supplier network and to improve customer service.

"The investment from Livingbridge will enable us to invest in the technical development and evolution of the BoilerJuice.com transactional platform – and I am tremendously excited about what the future may bring."

Paul Ward
Founder, BoilerJuice

50k+

Customer Trustpilot reviews rate BoilerJuice as excellent



The right tools for growth

Tech enablement

We helped the business plan for a transformation of its technology infrastructure. The company's IT roadmap set out a phased approach to moving much of its infrastructure into the cloud, giving more room for scaling up the business, and to implementing new data and analytics capabilities, to generate a much better understanding of customers. In the six months after our work, BoilerJuice's new customers increased 83% year-on-year.



Talent

We facilitated the hiring of a new chief executive to support founder transition and to assist in the development of the growth strategy.



Customer acquisition & retention

We helped to drive customer acquisition through greater understanding of customer lifetime value and improved efficiency in PPC activity. In the six months after our work BoilerJuice experienced an 83% year-on-year increase in new customers, and a local-focused customer acquisitions strategy boosted customer numbers by 50% in just two years.



"Since our investment, Boilerjuice has been on an impressive growth trajectory, developed a game-changing new product in Connected, and started a journey of international expansion. We're delighted to be backing Boilerjuice on its mission to save customers time & money whilst being the platform of choice for heating oil suppliers."

Dave Kirby

Growth acceleration team, Livingbridge

About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We've done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what's right for them and their business.

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