

Forward Dimension Capital acquires MedicAnimal

Forward Dimension Capital is delighted to announce the successful acquisition of MedicAnimal, the leading online pet healthcare retailer. Under the terms of the agreement, Forward Dimension Capital has acquired 100 percent of the company.

Founded by Ivan Retzignac and Andrew Bucher, MedicAnimal is the leading online retailer of veterinary products and pet supplies, offering a comprehensive catalogue of pet products that range from prescription medicines to premium quality pet foods and accessories. A disruptor within its sector since its foundation, MedicAnimal has challenged the status quo of the pet healthcare market.

Forward Dimension Capital's acquisition comes at the end of a period of significant growth for MedicAnimal. Over the last few years it acquired a number of competitors, as well as being listed 11th in the Top 100 Tech Track of the Sunday Times, ranking 15th in the Deloitte UK Technology Fast 50, and featuring in the Red Herring Top 100 Companies, among other accolades.

Partnering with the wider management team, Forward Dimension Capital will work collaboratively with MedicAnimal to continue to grow the business and expand its customer base across the UK and Europe. In addition, David Rigby will join the board as Executive Chairman. David is a partner at Forward Dimension Capital where he is an active member of a number of Boards including as Chairman of Forward3D, Rare Television and Factory Media. He has extensive experience of working with businesses at all stages of their development.

Ivan Retzignac of MedicAnimal commented: "We are delighted to have the support of Forward Dimension Capital as we enter the next phase of our development. They have a strong track record of working with businesses that have undergone significant growth and we are looking forward to working collaboratively with David and his team as we continue to develop MedicAnimal's proposition, placing our customers at the centre of everything we do."

David Rigby of Forward Dimension Capital commented: "We are very excited about working with MedicAnimal. The business has grown rapidly over the last few years to become a major player in the online pet healthcare market, and the management and founders have built a business with loyal customers, a great team and strong brand awareness. We plan to build on this and focus the business on delivering excellence in all that it does, as well as continuing to increase awareness of MedicAnimal among consumers. MedicAnimal is a great story and one we want to enhance by bringing additional investment and skills to the table."

About MedicAnimal

Founded in October 2007 by Ivan Retzignac and Andrew Bucher, MedicAnimal.com is a leading online pet healthcare retailer, offering a comprehensive catalogue of pet products that range from prescription medicines to premium quality pet foods and accessories. Over the last few years, MedicAnimal has been listed 11th in the Top 100 Tech Track of the Sunday Times, ranking 15th in the Deloitte UK Technology Fast 50, and featuring in the Red Herring Top 100 Companies, among other accolades.

About Forward Dimension Capital

Forward Dimension Capital focuses primarily on small to medium sized UK business companies that have achieved profitability and are looking to develop their businesses further to take advantage of growth opportunities. Its successful heritage has focused on the digital consumer and internet industries. Forward Dimension Capital continues to invest in those sectors, whilst broadening its reach into other areas of TMTG as well as business services and consumer, and financial services, all of which are impacted by the increasing digitalisation of our economy.

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