



FirstCapital advises on the sale of Virtualstock to Logicbroker

Press Release

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FirstCapital is pleased to announce that it has advised on the sale of UK-based online retail technology leader, Virtualstock to US-based Logicbroker, whose Intelligent Commerce Network powers some of the world's largest retailers.

Virtualstock was established in 2004 and processes more than 8 million orders annually, with a GMV (gross merchandise volume) of more than £2 billion (\$2.7 billion). Its dropship and curated marketplace platform powers online commerce for some of the UK's largest and most trusted brands, including Aldi, Argos, B&Q, Currys, and John Lewis. Virtualstock provides retailers with seamless supplier onboarding and product induction. In addition, Virtualstock's Supplier Hub connects suppliers directly with buyers at major retailers.

Logicbroker is the Agentic Commerce Orchestration Engine for enterprise retailers, brands, suppliers, and distributors, transforming LLM searches into storefronts. Logicbroker's Intelligent Commerce Network automates the entire end-to-end process from discovery to doorstep and stock to dock.

Bringing these businesses together has created a new global leader to support the multi-party commerce orchestration of the world's largest retailers and brands. Combined, they form one of the largest international dropship supplier networks with more than 15,000 retail and brand partners worldwide, with a GMV of over \$13 billion.

This transaction demonstrates FirstCapital's expertise in successfully advising on cross-border strategic transactions delivering win-win outcomes.

Ed Bradley, founder and CEO of Virtualstock said "FirstCapital were outstanding partners throughout our sale process. They were strategic and insightful, and worked side-by-side with us from start to finish, providing sound, pragmatic advice at every stage. Negotiations were skilfully conducted in a complex deal, to deliver the optimal outcome for all stakeholders. On a personal note I enjoyed working with FirstCapital and felt completely supported at every stage."

Jason Purcell, co-founder and CEO of FirstCapital said "This deal is a great example of our SMART dealmaking approach, creating strategic value for both sides. We're excited for the future for the combined business and wish Ed and the team every success."

About FirstCapital

FirstCapital is an investment bank providing smarter dealmaking advice to high growth technology companies in Europe. With offices in London and Silicon Valley, we advise AI, software, internet and digital media companies on strategic M&A, private equity and growth capital funding transactions.

See www.firstcapital.co.uk for more details.