

# Secure Trust Bank Commercial Finance supports Ann Summers with new funding for growth



Ann Summers

## Name:

Ann Summers

## Location:

UK-wide

## Sector:

Retail

## Size:

£8 million asset-based lending facility

## Rationale:

Ann Summers sought funding to support its business growth strategy, allowing the business to further develop its ecommerce and online retail offering, as well as boosting working capital requirements.

## How we did it differently:

- Took time to understand the strategic objectives of the business
- Built close relationships to support existing shareholder financing
- Used our experience to create a facility that is suited to the business

## The results:

Secure Trust Bank provided an £8m ABL facility to support Ann Summers in the development of its ecommerce and online retail offering, as well as boosting capital across the business.

## Comments:

John Boyle, CFO, Ann Summers said:

"We have our sights set on growth for Ann Summers and are pleased to have increased our sales following several challenging years for the retail sector. It has been great to work with Tony and the STB team, who have taken the time to really understand our business and our objectives. The funding from STB will help us to continue to build our omni-channel proposition in a continuously evolving sector."

## Why Ann Summers chose Secure Trust Bank:

- Created a flexible facility to support the growth plans of Ann Summers
- Understood the continuously evolving retail sector
- Immersed ourselves in the business to understand its objectives

## For more information:

[www.securetrustbank.com/commercial-finance](http://www.securetrustbank.com/commercial-finance)