

As a product, Asset Based Lending provides a flexible and alternate financing solution for businesses experiencing change. A robust product, Asset Based Lending has proven its reputation within various economic cycles – boom or bust and is why Asset Based Lending continues to bolster its position despite the tightening effect of the credit crunch today.

Asset Based Lending delivers sophisticated solutions for a variety of scenarios including growth, buyouts, buy-ins, mergers and acquisitions, refinancing, turnarounds, public to private transactions across both a European and global arena.

This Deal Sheet was produced by the Asset Based Lending Committee, part of the ABFA, which aims to increase understanding and raise the profile of the Asset Based Lending industry in the UK and Ireland.

The Asset Based Finance Association (ABFA) is an Association which represents the Asset Based Finance industry (which includes Asset Based Lending) in the UK and Ireland. Currently over 49,000 businesses are benefiting from over £17 billion in lending from this industry.

To read more about recent ABL deals please visit [www.abfa.org.uk/abl/abl.asp](http://www.abfa.org.uk/abl/abl.asp)



*Cobra Beer team:  
(l-r) Dynshaw Italia, Finance Director and COO;  
Lord Karan Bilimoria, Founder and Chairman;  
Adrian McKeon, Chief Executive*

### SUCCESS BREWING AT LEUMI ABL

Leumi ABL, the specialist asset based lending subsidiary of Bank Leumi (UK) plc, part of the Bank Leumi Group, completed a deal with Cobra Beer in May 2008.

Founded in 1989 by Karan Bilimoria, Cobra Beer is now one of the fastest growing beer brands in the UK, with numerous awards and a rigorous new product development programme.

Dynshaw Italia, Finance Director and COO at Cobra Beer, approached Leumi ABL after having already looked at two other invoice discounters to replace an existing facility. The Leumi ABL team, led by MD, Phil Woodward, immediately spent time working to understand the Cobra business model, their business ethos and marketing strategy – all critical to the future success of the business.

With the focus on a quality management team, strong brand and robust business strategy, a £15m facility was put in place, rising to £20m, with Bank Leumi UK providing a £6m additional working capital facility secured on the brand and stock. This is almost double the size of Cobra's previous finance facility, giving greater scope for business growth.

Timing was key, and the entire process took only three weeks. Critical to ensuring such a short completion time, was the ability of both management teams to select quality advisers and brief them accurately, paving the way for a straightforward deal process.

Commenting on the deal, Dynshaw Italia says: "Leumi ABL reacted really quickly. No other bank or invoice discounter provided such immediate access to that level of seniority and this was a key differentiator."

Phil Woodward comments: "The strength of the Cobra management team is superb. We were confident to buy into the quality of their management and business strategy."

Cobra Beer has strong business growth aspirations and the key quality they are seeking from their new financing partner is the flexibility to support them throughout that growth phase. Dynshaw Italia adds: "We are confident that Leumi ABL and Bank Leumi UK are the right partners. The senior team took a real interest in our business and that clinched it. Once decided, the whole process was smooth and quick."