

June 2017

**WELSH SPORTS NUTRITION FIRM EXPANDS WITH BANK SUPPORT**



*From left to right: Founders Jon Williams and Darren Campbell*

A Welsh sports nutrition firm has expanded its range of products and is expected to double its turnover this year, with support of a five-figure funding package from Lloyds Bank Commercial Banking.

Pro-Athlete Supplementation, based in Rhymney manufactures and sells performance nutrition and hydration products to professional sport clubs across the country.

A recent five-figure investment from Lloyds Banking Commercial Banking has allowed the company to expand its range of products, and provided them with the working capital needed to pitch for new contracts.

The company was founded in 2006 by Olympic gold medallist Darren Campbell MBE and leading sports nutritionist Jon Williams.

Over the past 11 years the firm has made a significant impact on the world of professional sport and now works with a number of leading football and rugby clubs across the UK, and is the Official Supplier to Premier League Champions Leicester City, the Welsh Rugby Union and Football Association of Wales.

Last month it was also announced as an official supplier to the British and Irish Lions for their tour of New Zealand.

Darren said: "We create effective products that are designed with the country's top athletes in mind.

"But as more people have become more interested in sport and fitness, there has been an increased demand from consumers, and to capitalise on this we are planning to launch our products in leading supermarkets over the next 12 months.

"Our annual turnover exceeded £1 million for the first time in 2016 solely through contracts with professional sports clubs, so the retail sector presents a huge opportunity for further growth for us.

"One lesson I've learnt from my sporting career is that to be successful you need people to believe in your dream. It was obvious when the team at Lloyds Bank completely believed in us, and they've been integral part of helping us to develop the business."

Michael Hayes, relationship manager from Lloyds Bank Commercial Banking, said: “Working in sport for many years means that Darren and Jon have a positive and driven attitude, which has led to Pro-Athlete Supplementation becoming the go-to nutrition product for many of the country’s top athletes.

“Providing tailored funding packages is one of the many ways that we’re helping businesses to prosper, and since 2011 we have increased our lending to small firms by 30 per cent, when the market has contracted by 12 per cent.”

## **ENDS**

**JUNE 2017**

### **Notes to Editors**

#### **Lloyds Bank Commercial Banking**

- Lloyds Bank Commercial Banking provides comprehensive expert financial services to businesses of all sizes, from start-ups and small businesses to mid-sized businesses and multinational corporations.
- Maintaining a network of relationship teams across the UK, as well as internationally, Lloyds Bank Commercial Banking delivers the mix of local understanding and global expertise necessary to provide long-term support to its clients.
- Lloyds Bank Commercial Banking offers a broad range of finance beyond term lending and this spans import and export trade finance, structured and asset finance, securitisation facilities and capital market funding. Its product specialists provide bespoke financial services and solutions, including tailored cash management, international trade, treasury and risk management services.

#### **Support for SMEs**

- Lloyds Banking Group is committed to helping businesses of all types and sizes, giving them the funding and support they need to grow at home and abroad. We have set out our pledges in our [Helping Britain Prosper Plan](#).
- In 2016 we supported more than 10,000 first time exporters, grew our lending to small businesses and helped 120,000 start-up businesses in their next phase of growth.
- Since the start of 2011, we have grown our net lending to SMEs by 30% whilst the market has contracted by 11%.

To see the latest supporting businesses factsheet please visit:

<http://www.lloydsbankinggroup.com/media/media-kit/supporting-businesses-fact-sheet/>

