SFC Capital Returns Up to 34x on Hunter & Gather While Retaining Bulk of Position

London, 22 July 2026: SFC Capital has completed a partial secondary sale of its shareholding in Hunter & Gather, delivering realised returns ranging from approximately 12x to 34x on the shares sold, while retaining 70% of its position in the business.

SFC Capital originally invested in Hunter & Gather across multiple SEIS vintages between 2017 and 2019. Since then, the company has evolved into one of the UK's leading premium wellness and health-led consumer brands, offering a growing portfolio of supplements, condiments, oils, and functional food products across direct-to-consumer and retail channels.

The secondary transaction involved the sale of a portion of SFC Capital's long-held position to existing shareholders with a later-stage investment mandate. The transaction provides liquidity to underlying investors while preserving meaningful exposure to Hunter & Gather's continued growth and eventual exit.

Jason Druker, Chief Commercial Officer at SFC Capital, said:

"Amy, Jeff, and the wider team have built a highly respected wellness brand with strong customer loyalty, expanding market penetration, and disciplined execution. This partial secondary allows investors to crystallise exceptional returns while maintaining meaningful ongoing exposure to a growing business. This is our 20th exit to date, and another case for secondaries as a reliable route to liquidity for SEIS investors."

Amy Moring, Co-Founder of Hunter & Gather, said:

"SFC Capital backed us early and supported us throughout. We are pleased to facilitate this partial liquidity event for early investors while continuing to strengthen the company for the next phase of growth."

Jeff Webster, Co-Founder of Hunter & Gather, added:

"Over the last several years, we have built a brand with a loyal customer base and strong foundations. This transaction reflects the progress and allows us to keep executing on our growth plans with supportive shareholders around the table."

Hunter & Gather has established a strong position within the premium wellness and health-conscious consumer segment through its focus on clean-label products,

functional nutrition, and category innovation. The company has achieved consistent revenue growth since SFC Capital's initial investment, alongside expanding distribution and increasing brand recognition.

The transaction reflects a broader portfolio management strategy by SFC Capital focused on balancing liquidity generation with continued participation in high-performing businesses across its portfolio. The firm continues to hold a significant stake in Hunter & Gather and remains fully aligned with the management team and the company's future ambitions.

Capital at risk. This secondary transaction has delivered returns of up to 34x for certain participating investors in this investment. This reflects the performance of a single portfolio company and should not be taken as indicative of the overall performance of SFC Capital's portfolio. Past performance is not a reliable indicator of future results.

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About SFC Capital

SFC Capital is the UK's most active seed-stage investor, providing seed capital and support to promising British startups. By combining our leading investment funds with our angel syndicate, we have created a unique model that provides investors with diversified exposure to high-potential SEIS and EIS-qualifying businesses.

Since 2012, SFC has invested in more than 600 startups and partnered with the likes of British Business Investments to support innovation across all UK regions.

To learn more about what we do and see our portfolio, visit sfccapital.com.