

# HERBERT SMITH FREEHILLS ADVISES LITTLEOAK ORGANICS PTE LTD SERIES A CAPITAL RAISE

01 March 2021 | Australia, Asia Pacific  
Deals and cases

---

Herbert Smith Freehills' private equity and venture capital team has advised LittleOak Organics Pte Ltd (**LittleOak**) on its Series A capital raise. The round was led by Parc Capital.

Headquartered in Singapore, LittleOak has operations in Australia and new Zealand that develops, manufactures, sells and distributes infant and toddler goat milk nutrition products.

The Herbert Smith Freehills team was led by partner and head of venture capital [Peter Dunne](#) and Senior Associate [Sally London](#).

[Sally London](#) said, "LittleOak has cemented its position as one of Australia's great start up success stories in the infant formula market that the founder and loyal early investors are incredibly proud of. We were delighted to be part of LittleOak's journey and to achieve a great investment outcome for LittleOak."

LittleOak's Founder, Elke Pascoe, said: "We are very pleased with the success of this capital raise and the huge potential that the partnership with Parc provides. The Freehills team, led by Peter and Sally, expertly navigated us through the intricacies of the negotiations, securing a deal which will allow LittleOak to take advantage of our future growth opportunities and accelerate our customer acquisition in existing and new markets.

"It's an exciting time for LittleOak," said Pascoe.

This deal is another example of Herbert Smith Freehills' market-leading work in Australian venture capital raisings and founder liquidity transactions. Other recent examples include:

- Kasada on its A\$15 million Series B capital raise;
- SafetyCulture on its A\$60.5 million Series C capital raise and secondary sale;
- Deputy Group on its A\$111 million Series B capital raise;
- Culture Amp on its A\$120 million Series E capital raise; and
- capital raises for Verteve (Nano Home Loans), Sonder, Shippit, Spriggy, Gilmour Space, Nura, Roborigger, Reejig, Elenium Automation, Campaign Monitor, Tyro Payments, Airwallex, Different, Shore Trade, Buckitdream and others.

## KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



**PETER DUNNE**  
PARTNER, HEAD OF  
VENTURE CAPITAL,  
SYDNEY  
+61 2 9225 5714  
[Peter.Dunne@hsf.com](mailto:Peter.Dunne@hsf.com)

---

## MEDIA CONTACT

For further information on this news article, please contact:

**EMILY COULTAS, EXTERNAL  
COMMUNICATIONS MANAGER**  
MELBOURNE  
Tel: +61 3 9288 1594  
Email: [emily.coultas@hsf.com](mailto:emily.coultas@hsf.com)

