HIGHSTEAD

# Highstead advises Brompton Bicycle on strategic investment from Decathlon PULSE and BA Capital

June 2026

**Highstead acted as exclusive financial advisor to Brompton Bicycle, the iconic British folding bike company, on its strategic investment from Decathlon PULSE, the investment and innovation arm of Decathlon, and BA Capital, a Shanghai-based venture capital firm.**

The new partners have acquired minority shareholdings in the business following a secondary liquidity event, becoming long-term strategic partners to Brompton. BGF, who invested in Brompton in 2023, remains a minority shareholder.

This transaction represents a significant step in Brompton's next phase of global growth, supporting the company's ambition to accelerate the adoption of cycling as a core solution for urban mobility.

Highlights of the deal include:

- Cross border, multi-party transaction, bringing in both a European and an Asian investor
- A strategic investor taking a minority stake with the intention of leveraging its supply chain and distribution capabilities to the benefit of Brompton
- An Asian investor taking a strategic position with a view to leveraging their local expertise for a brand with strong potential in Asia
- A highly complex investment agreement accommodating two new incoming investors alongside existing investors and which reflects a structured view on the long-term relationship between all parties

Brompton is a highly valued, long-term client of Highstead and we are delighted to have worked together on another successful transaction.

*"We are delighted to have supported Brompton through this process. Whilst the remit was a challenging, complex and highly strategic transaction, we were able to deliver a unique structure which provides a long-term solution to all stakeholders. This deal underlines the continued appetite to invest in high-quality consumer brands and Brompton now has a group of highly strategic and value-add investors backing them – a great outcome for all involved. It's been a pleasure working with the team again and we wish them every success in the next phase of growth."*

– Andrew Jakins, Managing Partner, Highstead

If you would like to discuss the Brompton transaction in more detail, or believe we could be of support to you, please reach out to us at: info@highsteadpartners.co.uk.

**About Highstead**

Highstead is a London-based M&A advisory boutique focused on the consumer and media sectors. The firm advises founder-led businesses, corporates and private equity on sell-side and buy-side transactions, bringing together deep sector knowledge, an extensive network of strategic and financial buyers, and hands-on deal execution across the full transaction lifecycle. Highstead works with businesses across Europe and internationally, with particular expertise in branded consumer goods, media and technology-enabled services.

**About Brompton**

Made for cities, Brompton is the iconic folding bicycle brand that has revolutionised urban mobility. The company produces almost 100,000 bikes a year and over 1,200,000 have hit the roads since the first bike was made in 1975 by the inventor Andrew Ritchie.

An engineering business at its heart, Brompton bicycles are manufactured in the UK but sold in 47 countries around the world with over 70% of production exported. Today, the company has 32 flagship Brompton Junction retail stores in cities across the world, including London, Paris, Berlin, Shanghai, Tokyo, Milan, and Singapore and sells to a selected 1,500 independent bike stores worldwide as well as via its own website.

Brompton is a certified B Corp; a global community of businesses committed to using their business as a force for good.