

elitebusiness
100
TOP SME **2027**
BUSINESSES

MEDIA
DECK
2027



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About the EB100

Over the years, we've had the great privilege of covering some of Britain's best SME businesses, and they continue to exhilarate us with their ingenuity. We believe it is important to highlight these businesses and to this end, we publish the Elite Business 100, the annual definitive league table, that celebrates business excellence in the UK. In conjunction with the guide we'll also be hosting a celebratory awards evening to further congratulate all our winners.

Allowing SME businesses to duke it out on everything from growth to the support they offer their team, the Elite Business 100 recognises Britain's brightest businesses and honour them in a league table and digital guide sent out to our combined audience and digital network of over 500,000. Whether you're a flourishing business at the top of your game or a budding business making its first inroads into the SME world, the Elite Business 100 provides the perfect opportunity to show the world what your business is made of.



Don't just take our word for it

**MIKE DUNN**

Founder & Managing Director, Excel Group

The EB100 is the first of its kind. An innovative idea of really going in depth within an organisation, scoring on all areas of the business to demonstrate what makes a successful SME. The list is definitely the one to watch in Britain. The EB100 Awards Evening was one of the best Awards shows I have ever been to, and it meant so much to our company to be part of it. We'll definitely be entering next year, and spreading the EB100 far and wide.

**CODIE GODDARD**

Product Development, Brand & Marketing,
Curious Universe

What a brilliant night at the Awards evening, it was great to be in a room full of inspiring businesses and to listen to some excellent keynote speakers! We were thrilled to be ranked #3 and it was an amazing achievement that we were able to take home the diversity and inclusion award on the night. It was an overall great evening that the team enjoyed thoroughly, thank you!

**LAYLA FLAHERTY**

CEO, Urban Paws

We found the whole process of entering EB100 really motivating. The application stage was very thorough, and it really got us thinking about what we do to support our team. It was a great exercise to go through to make the EB100 list amongst some household name brands is a fantastic result which we're very proud of. We're using the EB100 collateral and logo in our marketing for our customers to demonstrate our credentials. We'll definitely be entering again. The celebratory and awards evening was fantastic, thank you to the EB100 team for organising such a great event.

**STEVE ADAMS**

CEO, MattressOnline.co.uk

The perfect mix of celebration and networking in an exciting atmosphere, complemented by great speakers. A really enjoyable evening.

2026 survey comments & feedback

"Recognising success in the industry is a must and Elite Business TOP 100 is successfully doing this. Being able to allow businesses to compete against each other regardless of age and size is a great opportunity for everyone involved, and gives the potential consumer to see the full picture from longevity to team retention."

"Making the list in the EB100 league is truly an achievement to be proud of. The business plans of the finalists to ensure stability through the current economic hardship is remarkable. The EB100 has shown despite all of this, they haven't allowed it to hinder the overall performance of their businesses, and many in fact

have thrived. these top 100 SMEs have impressed us with their innovation and growth."

"As a supporter of the EB100 I can't actually tell you how I feel you can improve it you're really hitting the industry nail on the head with this."

"You're doing a brilliant job and your marketing of the EB100 actually has attracted a number of new enquiries into our business – so thank you."

"This publication really now is seen as the definitive league table for SMEs in the UK, it is extremely important to continue to recognise the best the industry has to offer."



Entry criteria*

Using Elite Business's experiences of Britain's SME community, the Elite Business 100 is judged on eight core criteria that helps us gauge entrants on their growth, ambitions, innovation and contributions to their team and community based on information supplied by entrants.



Please note*

- Employee size: 2 - 250
- Company Turnover: 100K - 50M
- **UK based** business, independent, privately owned, and must have been trading for a minimum of a 1 year period.
- We're unable to accept applications from investment, financial trading, money management, property development companies, or franchisors/franchisees.
- The winners selected for EB100 will be those who put themselves forward to enter.
- Entries must be live to market at some point between 2024-25.

The judges*

The Top 100 UK SME Businesses are judged on eight core criteria that helps us gauge entrants on their size, growth, ambitions and contributions made to the community based on information supplied by entrants. We have an independent panel of top judges who score the full top 100 list.

You can read the judges full bios by clicking the button below.

[READ JUDGES BIOS](#)



ÁINE ROGERS

Managing Director,
Cisco's SMB for the
UKI theatre



**ALISON
EDGAR MBE**

Performance improving
expert and Author



ALISON SHADRACK

Founder & CEO,
Adia PR



ANDREAS ADAMIDES

CEO, Helm
(The Supper Club)



**ANTHONY
IMPEY MBE**

CEO, Be the Business



ARTI HALAI

Executive Coach; Entrepreneur;
Communication Specialist



CASSANDRA DONOVAN

Founder & CEO of Prism
Thinking Media Ltd



**CHARLIE
MULLINS OBE**

Founder & Former CEO,
Pimlico Plumbers



CHARLOTTE HASTINGS

Managing Director,
Seven Hills



CHELSEY BAKER

CEO & Founder,
National Mentoring Day



CHRISTINA OKOROCHA

Co-founder & Director of
Entertainment, VAMP



EMMA JONES

Small Business Commissioner

*Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.

The judges* contd.

READ JUDGES BIOS



EMMA SAYLE
Founder, CEO, Speaker



ERIC PARTAKER
CEO coach & mentor, peak
performance expert



FLAVILLA FONGANG
Award-winning serial
entrepreneur



GUY RIGBY
Entrepreneurial
Champion & Atlantic
Rowing Philanthropist



IAN MERRICKS
Proposition Lead, VenturePath;
Founding Partner, White Horse
Capital



JOSEPH VALENTE
CEO, Trade Mastermind



KATE HAYWARD
Managing Director,
Xero UK



KIM ANTONIOU
Founder & CEO,
Auris Tech



LIZ BARCLAY
IoD Small Business &
Entrepreneurship Lead



LUCY TOBIN
Award-winning business
journalist



MARK SWEENEY
Founder & CEO,
de Novo



MICHAEL HAYMAN MBE DL
Entrepreneur, author
& broadcaster; Chair &
Co-Founder, Seven Hills

*Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.

The judges* contd.

READ JUDGES BIOS



MIKE GREENE

Entrepreneur, Leadership
Mentor, and Philanthropist



NICK DORMON

Strategy consultant, educator
and columnist



NICOLA COOK

CEO, Shortcuts



PIERS LINNEY

Founder and CEO,
Implement AI



RICHARD BEARMAN

Managing Director Small
Business Lending, British
Business Bank



SABRINA STOCKER

4 x Founder; Investor; Editor;
Adventurer



**SHAA
WASMUND MBE**

CEO of a \$100 million
technology fund



**SHALINI
KHEMKA CBE**

Founder, E2E



SIMONE ROCHE MBE

Founder Northern Power
Women & Power Collective CIC



SIMON SQUIBB

Founder, Helpbnk



SIMON WOODROFFE OBE

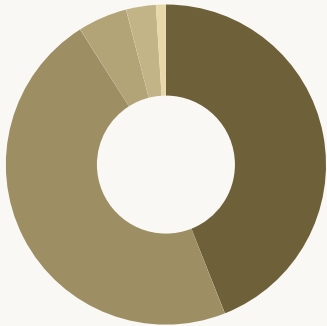
Founder, YO! Sushi, YOTEL
and the YO! Company

*Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.

Our audience*

*Figures may vary due to ongoing marketing activities

Breakdown by role



CEO, Managing Director, Proprietor, Owner	44%
C-Suite (Other)	47%
Director (Other)	5%
Manager (Other)	3%
Other	1%

Breakdown by sector

Business Manufacturing	3.9%
Business Services / Activities	12.7%
Communications	19.4%
Construction	3.1%
Consumer Services	10.7%
Financial Services	9.9%
Other	19.8%
Public Sector	3.4%
Retail / Wholesale	17.1%



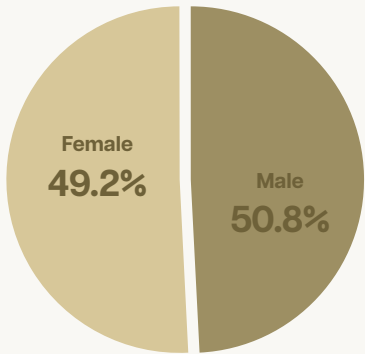
Turnover

Up to 500k	19%
500k to £1m	39%
£1m - £2.5m	25%
£2.5m - £5m	9%
£5m - £10m	4%
£10m - £50m	2%
£50m+	2%

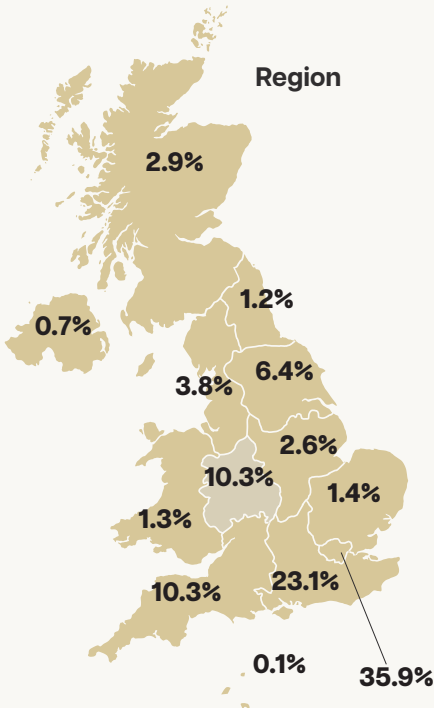

51,000
SUBSCRIBERS

Area of interest

Banking	75.6%
Company Cars / Fleet	
Management	53.7%
Computer Hardware	88.5%
Computer Services	86.8%
Computer Software	91.7%
Conferences / Exhibitions	76.7%
Corporate Finance	50.5%
Corporate Hospitality	54.3%
Credit Management	41.3%
E-Commerce	90.4%
Employee Benefits	55.5%
Energy / Power	42.4%
Expenses Management	56.6%
Financial Services	55.5%
Insurance	64.2%
Leasing	47.9%
Legal Services	22.3%
Network / Internet Security	59.8%
Office Services & Equipment	83.1%
Personnel	62.2%
Sponsorship	51.6%
Telecommunications	68.5%
Transport, Distribution & Logistics	45.4%
Treasury Services	24.7%
Venture Capital	47.3%

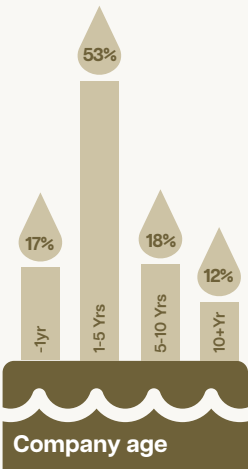


Region



Employees

Micro (1-10)	19%
Small (11-49)	60%
Medium (50-249)	14%
Large (250-999)	4%
Enterprise (1,000-4,999)	2%
Other	1%



Marketing & PR Campaign

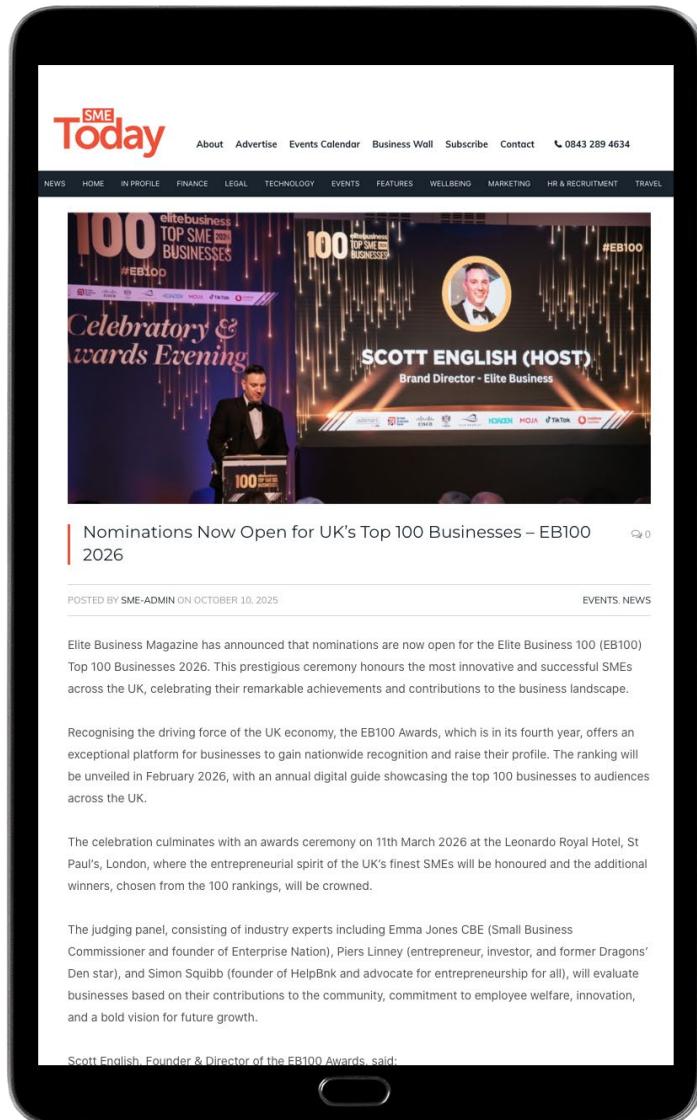
★ **Utilise our national press coverage and social media reach** Our contacts in the national media support and provide coverage for the initiatives we're proactively introducing to the industry. This will be aided by social media marketing allowing you to reach our extensive network.

★ **Educate 50,000+ opted-in digital subscribers**
The Elite Business 100 is circulated in January for the year ahead.

★ **Partnership at 20+ industry leading events**
Access tens of thousands potential businesses and business owners.

★ **Reach over 500,000+ qualified potential businesses**
Our media partners actively push the Elite Business 100 to their audiences.

★ **Press Pack** - We supply all winners with a Press Pack and guidance sheet once your EB100 position has been confirmed. Whilst we'll be sharing the EB100 league table with national media partners, you may wish to use this template as the basis for your local or trade PR activity.



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Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected. An integral part of our DNA is creating long-lasting customer partnerships, working together to identify our customers' needs and provide solutions that fuel their success.



Helping ambitious entrepreneurs and businesses unlock their potential, MASANAS provides strategic guidance, business support services and investment to drive sustainable growth. Built on decades of entrepreneurial experience, it empowers founders to overcome challenges, seize opportunities and build stronger businesses, while investing in projects that create lasting opportunities for communities across Wales.



Sage exists to knock down barriers so everyone can thrive, starting with the millions of small and mid-sized businesses served by us, our partners, and accountants. Customers trust our finance, HR, and payroll software to make work and money flow. By digitising business processes and relationships with customers, suppliers, employees, banks, and governments, our digital network connects SMBs, removing friction and delivering insights.



Vistage is the world's largest executive coaching organisation for small and medium sized businesses. For more than 60 years we've been helping CEOs, business owners and key executives solve their toughest challenges through a comprehensive approach to success. At the heart of our proven formula is confidential peer advisory groups and executive coaching sessions.

ESSENTIAL SPONSORS



Alight Media is a leading outdoor media owner, and the UK's number 1 digital billboard provider for audience reach. We offer advertisers opportunities to engage audiences in every region, through our national portfolio of digital billboards, digital and classic 6 sheet posters and digital screens in leisure and hospitality environments.



The Department for Business and Trade supports businesses to invest, grow and export, helping to create jobs and opportunities across the UK. By providing expert guidance, opening access to international markets and attracting global investment, we help businesses unlock growth while promoting free trade, economic security and resilient supply chains.



Help to Grow: Management is a 12-week leadership programme designed to help small business leaders improve leadership skills, boost business performance and build resilience. Delivered by leading business schools across the UK, the practical course combines expert-led learning, one-to-one mentoring and peer networking, with 90% of the cost funded by the UK Government.



Howden is a group of insurance experts with the experience to deliver for clients and the motivation to help them thrive. Client success is Howden's success. Whatever cover is needed, the team is full of market-leading experts who can help – offering flexible, high-quality insurance and reassuringly straightforward service.



Market Location is widely considered to be the root source of B2B data in the UK. We have been trading for over 50 years, creating a unique dataset specifically for sales and marketing purposes. Our dataset has evolved over the years and now incorporates sources from directory partners, open data, telecom providers, Companies House, PAF, credit reference agencies and other data partners.

OFFICIAL PR
PARTNER



Founded in November 2013, Adia PR has quickly become known as The PR Agency for Entrepreneurs. Founder, PR expert Alison Shadrack, created Adia off the back of solid experience, great connections and a love of PR. She has carefully put together an expert team of PR professionals dedicated to getting you noticed.

Proud Partners



The ABM is the voice of professional business mentoring. We are an active and skilled community of professional business mentors that share the goal of improving our professional skills.



Since 2015 The Best Businesswomen Awards have been recognising great female entrepreneurs and business leaders who are making a real impact on their industry.



Be the Business is a UK-based nonprofit dedicated to helping small and medium-sized enterprises (SMEs) improve productivity and performance through expert-led mentoring, training programs, and resources, fostering growth and innovation across the business community.



Business Buzz is a fresh, friendly and famously fuss-free approach to business networking across the UK. Business Buzz is a fresh, friendly and famously fuss-free approach to business networking across the UK.



BusinessesForSale.com is the largest database of business buyers, businesses and business intermediaries in the world. Ensuring your business achieves the highest level of prioritisation across all major search engines.



Small and medium-sized enterprises are significant contributors to the wider UK economy and within the City, driving growth and employment.



Daltons Business is the UK's leading website for buying or selling businesses and franchises. Daltons Business was launched in 2002 as an online channel for the Daltons Weekly newspaper which was published from 1867 until 2011.



Founded in 2011, by Shalini Khemka CBE, E2E is an exciting and thriving powerhouse of ground-breaking entrepreneurs, investors, non-execs and SME-focused corporate organisations.



The Great British Entrepreneur Awards acknowledges the hard work and inspiring stories of entrepreneurs and businesses in the United Kingdom.



The Global Woman Club, stemming from Mirela Sula's vision, has become a hub for women worldwide, attracting leaders, entrepreneurs, and professionals from various fields.



Helm (formerly The Supper Club) is the UK's most established Club exclusively for scaleup founders, and has connecting and supporting pioneering scaleup founders for 20 years!



HelpBnk.com, created by Simon Squibb, is quickly becoming one of the UK's leading business-focused social media platforms.



Not only are The Hustle Awards the networking event of the year – they are also the unrivalled badge of excellence and the benchmark for all startup businesses to aspire to.



Implement AI is a next generation technology partner dedicated to supporting small and medium-sized businesses to understand, select and implement AI and continually optimise as the technology evolves.



Our mission is to accelerate the UK's leading role in the financial services sector by directly supporting the next generation of technology-led innovators to create a more inclusive, more democratic and more effective financial services sector that works better for everyone.

Proud Partners



Liverpool Business Associations is an active membership based organisation which helps and supports small companies throughout Liverpool.



LondonlovesBusiness is the leading online newspaper for London's business community. We aim to bring you exciting and thought-provoking London business news, comment and culture.



Scale – a bold new platform built to support ambitious founders and leadership teams of early-stage and scaling businesses.



Named as the UK's fastest-growing PR consultancy by PR Week magazine and listed as one of the UK's 100 best new firms by Startups.co.uk, we are redefining UK enterprise.



Finally you can empower your businesses to create their own videos while keeping control of your branding and core messaging. All for a fraction of the cost of traditional video production.



The Office of the Small Business Commissioner (OSBC) is an independent public body set up by Government under the Enterprise Act 2016 to tackle late payment and unfavorable payment practices in the private sector.



Startups Magazine champions tech startups – the entrepreneurial heroes disrupting industries and the creators challenging norms and breaking boundaries.



Founded in 1827 The Standard is London's most iconic news brand, now reimagined for a digital-first era. launched in 2024 as a weekly print publication The London Standard it continues its mission to inform, influence and represent the capital, with an unwavering commitment to quality journalism.



The UK Fast growth 50 Index is an initiative that has been running in Wales for 25 years and is now expanding across the UK. Publishing a detailed list of the fast growing firms in seven nations and regions of the UK.



The StartUp Awards champion and celebrate the best and brightest StartUps that have been trading for 3 years or under from across the United Kingdom. The awards recognise the achievements of those amazing individuals who have had a great idea, spotted the opportunity and taken the risks to launch a new product or service.



Bringing strategic networking, powerful community, tailored support and exclusive opportunities to big thinkers and business leaders – unleashing potential and changing the course of history. We are committed to building a thriving, creative and diverse global community of big thinkers, business leaders, SME founders and corporate executives who are committed to excellence and in making a difference in the world around them.



At YBC we are acutely aware that small businesses don't get the support they need. This is due in part to the fact that most stakeholders don't understand what it's like to run your own business.

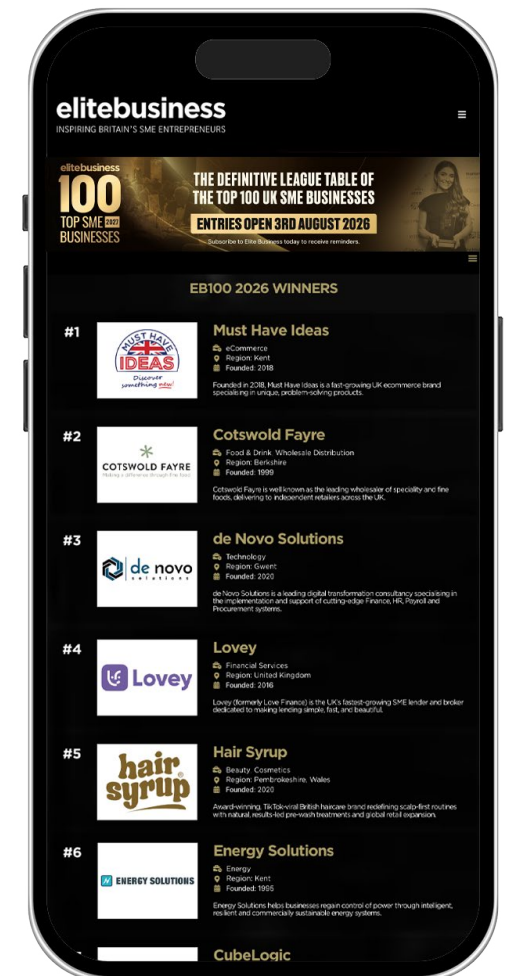
The Entries

All finalists of the Elite Business 100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Business website. The list is released in February each year and is highlighted through these platforms:

Digital guide - we share the EB100 guide through our network of partners. It's also available to download from the Elite Business website and on issue.



The Top 100 list - is published on the Elite Business website. Your logo here links through to your business opportunity listing.



Celebratory & Awards Evening

The Elite Business TOP 100 (UK) Celebratory & Awards Evening took place at the Leonardo Royal Hotel, St Paul's London on March 13th. Guests joined us for a drinks reception, followed by a gala dinner, a selection of speakers, networking and evening entertainment. We look forward to welcoming our 2027 finalists to a similar event in March 27.



Additional Awards

Additional recognition and special awards are handed out at the Celebratory & Awards Evening including the EB100 winner trophy with the new winners engraved on the plaque, they get to look after the trophy for the year.

Each winner will be welcomed on stage to receive their awards.

Community Impact of the Year Award

Diversity & Inclusion Award

Enterprise Lifetime Achievement Award

Exceptional Performance of the Year Award

Highest New Entry of the Year Award

Innovation of the Year Award

Number 1 Winner Trophy

People's Choice of the Year Award

Rising Star of the Year Award

SME Leadership of the Year Award

Start-Up Business of the Year Award

Sustainability of the Year Award





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