

# 2025 MEDIA DECK

Celebrating Britain's  
Top Performing SME  
Businesses





# 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.



# 2024 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** businesses, privately owned trading for the last 2 years.
- 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 2022-23.

# 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



**ALEX VON  
SCHIRMEISTER**

Managing Director,  
UK & EMEA



**ALISON  
EDGAR MBE**

Performance improving  
expert and Author



**ANDREAS ADAMIDES**

CEO, Helm  
(The Supper Club)



**ANTHONY IMPEY  
MBE**

Chief Executive,  
Be the Business



**CASSANDRA  
DONOVAN**

Founder & CEO of Prism  
Thinking Media Ltd



**CHARLIE  
MULLINS OBE**

Founder & Former CEO,  
Pimlico Plumbers



**CHARLOTTE  
HASTINGS**

Managing Director,  
Seven Hills



**CHRISTINA  
OKOROCHA**

Co-founder & Director of  
Entertainment, VAMP



**EMMA SAYLE**

Founder, CEO, Speaker



**ERIC PARTAKER**

CEO coach & mentor, peak  
performance expert



**FLAVILLA  
FONGANG**

Award-winning serial  
entrepreneur

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



**GUY RIGBY**  
Entrepreneurial  
Champion & Atlantic  
Rowing Philanthropist



**JACKIE FAST**  
Young Entrepreneur  
of the Year



**KIM ANTONIOU**  
Founder & CEO,  
Auris Tech



**LIZ BARCLAY**  
Small Business  
Commissioner for  
the UK



**LUCY TOBIN**  
Award-winning business  
journalist



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



**NICK DORMAN**  
Founder, Echo



**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



**SIMON SQUIBB**  
Founder, Helpbnk



**SIMONE ROCHE MBE**  
Founder Northern Power  
Women & Power Collective CIC



**SOPHIE MILLIKEN MBE**  
CEO, Moja Group



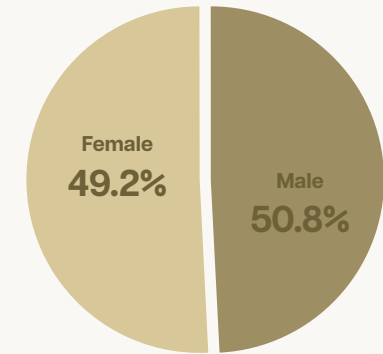
# Our audience\*

\*Figures may vary due to ongoing marketing activities

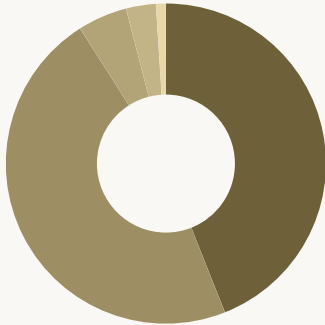


## 51,000

SUBSCRIBERS



Breakdown by role



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



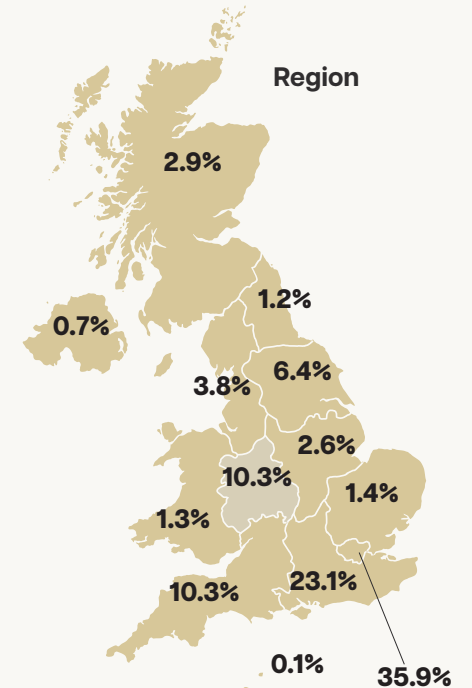
### Turnover

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

### Area of interest

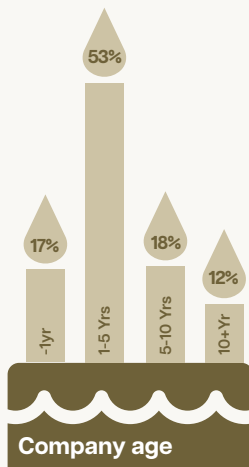
Banking	75.6%
Company Cars / Fleet	
Management	53.7%
Computer Hardware	88.5%
Computer Services	86.8%
Computer Software	91.7%
Conferences / Exhibitions	76.7%
Corporate Finance	50.5%
Corporate Hospitality	54.3%
Credit Management	41.3%
E-Commerce	90.4%
Employee Benefits	55.5%
Energy / Power	42.4%
Expenses 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



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%

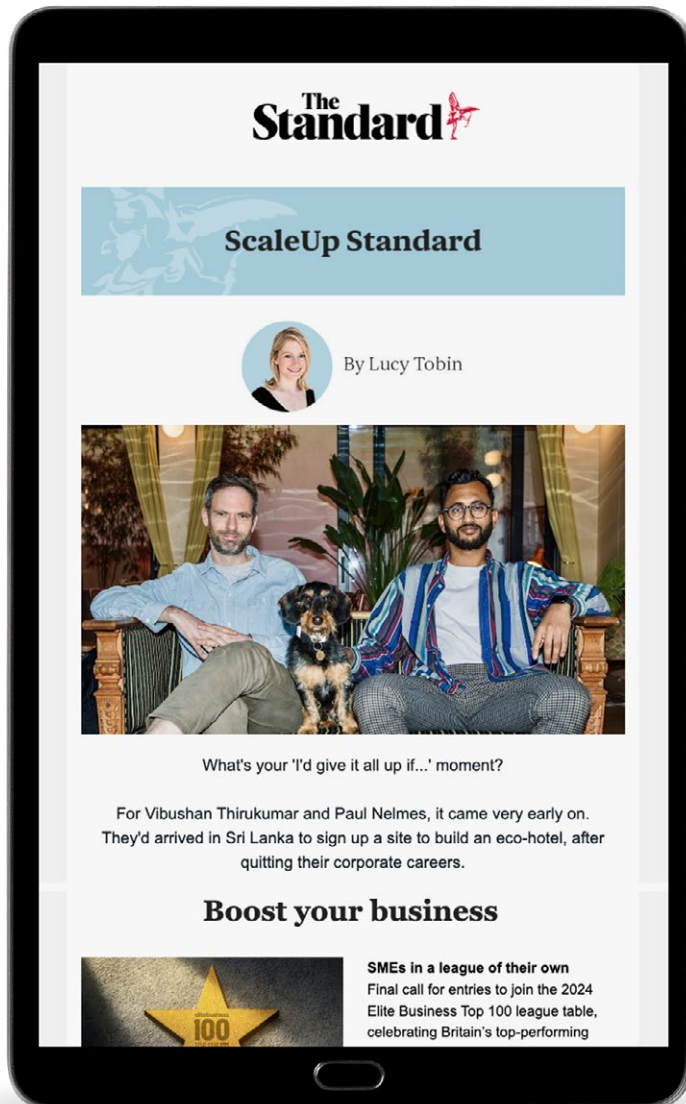


### Employees

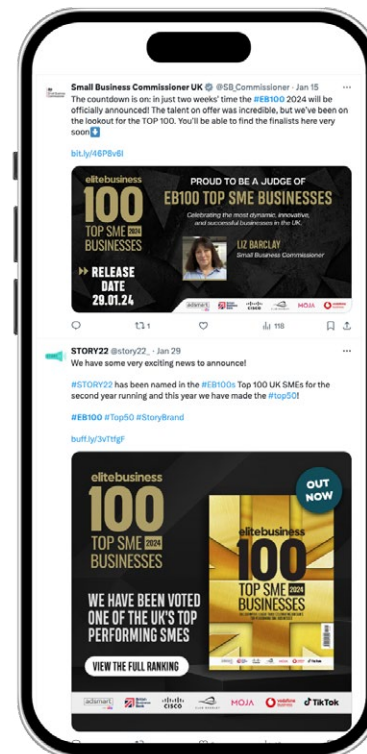
Micro (1-10)	19%
Small (11-49)	60%
Medium (50-249)	14%
Large (250-999)	4%
Enterprise (1,000-4,999)	2%
Other	1%



# 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.

# Sponsors



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.



AdSmart from Sky has helped thousands of businesses across the UK to access the unrivalled power of TV advertising. AdSmart allows businesses of all shapes and sizes to benefit from the most trusted and effective way to advertise – reaching the right audience, in world class content, for a lot less than you might think.



Our mission is to help new and early-stage UK businesses access affordable finance and mentoring support. We're a part of the British Business Bank and deliver the government's Start Up Loans programme. This gives personal fixed-interest loans and support to aspiring and early-stage business owners from across the UK who might be struggling to access other forms of finance.



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.



Club Wembley membership means not missing a split second. And that's just the action – soak up the atmosphere from an amazing vantage point before it all gets going. Conversely, when the crowds get going afterwards, sit back and relax while the memories sink in. There are six Club Wembley membership types there's bound to be one for you.



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. No matter the challenge, Howden can get the right people in the right place to create the right solution.



Ready to unlock the full potential of your business? With SLD Virtual World growth isn't just a goal - it's a guarantee. We implement proven strategies to increase your income, time, and productivity no matter where you are in your business journey. Revolutionise your Virtual World by transforming your business from chaos and confusion to streamlined and automated, saving you up to a day a week.



Meet all your marketing needs with TikTok Business Center. Manage and access advertising, creators, commerce and other marketing solutions in one place for quick collaboration and maximum flexibility. TikTok for Business: Advertise on TikTok. Make ads that entertain and campaigns that connect. Where large and small businesses, agencies & creators can achieve big results.



Vodafone Business helps organisations succeed in a digital world and are proud to be an Elite Business Live partner for 2022. Its aim is to provide the technology, inspiration and support to help businesses grow, no matter what stage they're at. Having developed several free initiatives to help SMEs secure their digital future, Vodafone Business offers the resources needed to find and use the right technology.



# 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.



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.



## Department for Business & Trade

Department for Business & Trade are the department for economic growth. We support businesses to invest, grow and export, creating jobs and opportunities across the country.



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.



Recognised as setting the agenda in politics and business, as well as being first with major news and sports stories, the brand reaches a total of 18 million cross-platform readers a month.



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



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.



Home Grown is a vibrant members' community for entrepreneurs and innovators, offering a collaborative space, networking opportunities and access to resources and amenities. It aims to support business growth and foster meaningful connections among like-minded individuals in a dynamic environment.



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.

# 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.



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.



ffices Space in Town (OSIT) provides flexible, modern workspace solutions tailored for businesses of all sizes. With a focus on community and collaboration, OSIT offers serviced offices, co-working spaces and meeting rooms, fostering productivity and innovation in a dynamic environment.



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.



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.



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



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.



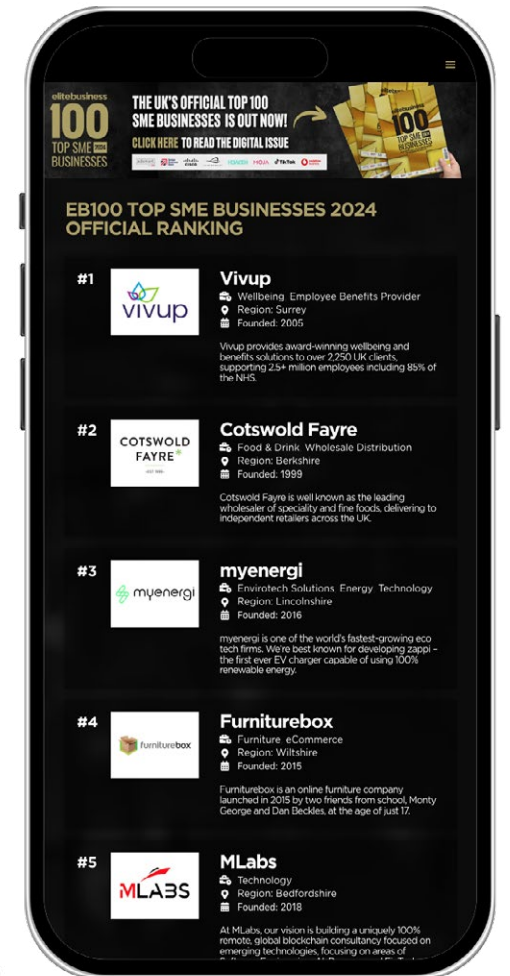
# The Entries

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 January 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 2025 finalists to a similar event in March 25.





# 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.

Diversity & Inclusion Award

Enterprise Lifetime Achievement Award

Exceptional Business 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 of the Year Award

Start-Up Business of the Year Award

Sustainable Business of the Year Award





# Contact

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