

## PRESS RELEASE

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# Leeds supplements business muscles in on further success

A Leeds-based sports performance supplements online retailer is expanding into new premises and creating 15 new jobs in the city following export success in the USA.

Roar Ambition has outgrown its current home in offices above Leeds station and will relocate operations to larger offices on Whitehall Road.

The company, originally started by Leeds-based entrepreneur Robert Parker in 2012, is at the forefront of developing products for gym and fitness enthusiasts and amateur and professional athletes.

Robert, aged 32, originally started the business in his spare bedroom six years ago and it has since grown into a multi-million-pound business employing a team of 12 plus an international network of around 60 affiliates. Almost two-thirds of Roar Ambition's products are sold to the US market.

Robert Parker, founder and MD of Roar Ambition said: *"This is an exciting period of expansion for the business which has grown year on year since I started out. I used savings of £20k and ploughed that into the business with no external investment or support and haven't looked back since."*

Robert is a qualified fitness instructor and personal trainer as well as an experienced online marketer.

He added: *"As well as creating the online business I also came up with the bespoke supplement range and formulations which we now sell to customers all over the world. We have hundreds of thousands of happy customers and an exciting, constantly evolving product range. The move to larger new premises will enable the business to grow even more as I look to boost the team with at least 15 new immediate appointments."*

*"We'll also be launching our first online workout brand which will not only include the supplement product but online videos, information and nutritional guides so that customers can get the maximum benefit from their purchase. It's a really exciting time for the business and where we are heading."*

Financial advice on the investment and expansion is provided by leading West Yorkshire chartered accountants, Hentons. The firm has worked with Robert supporting his vision since his humble spare bedroom days.



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Robert added: *“Hentons have been very much at the heart of what we’ve been able to achieve providing sound financial advice from day one. They’ve helped me every step of the way and ensured that decisions and important investments have always been made with facilitating future growth firmly in mind.”*

*“Most importantly to me they are fully supportive of my ambitions for the brand. We still have big plans for the business moving forward, building on the rapid growth and success of the past five years and Hentons are very much part of the team involved in that continuous journey.”*

Simon Gray, a partner at Hentons, said: *“Roar Ambition is an exciting, hugely successful innovative business which has responded to the needs of the global supplements market in a way that has transformed it beyond all recognition in a very short timeframe. As it continues to grow and build its reputation nationally and internationally, even greater success is guaranteed.”*

Ends.

#### **Notes to editors:**

##### About Hentons

An ambitious Chartered Accountancy, Hentons, a team of 70, has clients ranging from medical professionals and property investors to manufacturers, academies and charities. It offers accounts, audit, business strategy and tax advisory services with a partner led approach for all its clients.

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