

Quintas Capital Completes its first Managed Equity Investment with a €15.9 Million Investment in Petal Group



Picture (left to right): Mark Good (Abbey International Finance), **Leo Crawford** (ex-Group CEO BWG), **Kevin MacSweeney** (Head of Managed Equity Quintas Capital), **Liam Holland** (Investment Executive Quintas Capital). Photograph credit – Bryan Meade.

Dublin, Ireland – 10th November 2025 – Quintas Capital is delighted to announce the completion of its **first Managed Equity investment of €15.9 million in the Petal Group**, a fast-growing floral gifting and e-commerce business headquartered across **Ireland and the UAE**.

The Petal Group operates a portfolio of leading online flower brands — **Flowers.ie**, **FlowersDirect.ie**, **BloomMagic.ie**, and **Flowers.ae** — which together deliver thousands of the highest quality floral gifts every week across Ireland and the UAE.

Founded by **Garreth Knowd**, an experienced entrepreneur and technologist, the Group has built a reputation for premium floral design, same-day delivery, and a proprietary technology platform that drives its fulfilment efficiency and customer experience.

Kevin MacSweeney, Head of Managed Equity and Shareholder at Quintas Capital, commented:

“This is a landmark first investment for our Managed Equity strategy, and we are thrilled to partner with Garreth and the team. Petal Group has built a unique high-growth, scalable and technology-led business with significant international reach. We are looking forward to supporting its next phase of the group’s expansion focusing on acquisitions and entry into new strategic markets.”

The investment marks a **major milestone for Quintas Capital**, representing the first transaction completed under its **Managed Equity division** which is a deal-by-deal private equity model that allows Quintas Capital to partner with investors, entrepreneurs, and management teams on scalable, high-growth opportunities.

The Quintas Capital led investment in Petal comprises of a select group of 10 investors. These strategic investors include **Abbey International Finance** (led by Mark Good – Head of Private Equity), **Leo Crawford** (ex-CEO of BWG Group), **Tom O’Connor** (ex-CEO of Version1) and **John Riordan** (ex-Chairman Shopify International).

Garreth Knowd, Founder of the Petal Group of companies commented:

“I am excited to be working with Kevin and the team at Quintas Capital and remaining as shareholder on the next journey for the companies. Kevin was very focused on getting the right mix of value-add investors involved in Petal, some of whom will work closely with us on the Board.”

Quintas Capital’s wider platform includes **Managed Equity**, an **EIIS fund**, and a **Private Credit platform** led by CEO **Kevin Canning**, giving private investors structured access to a range of alternative investment opportunities. The firm’s mission is to **democratise access to private markets**, providing professionally managed investment opportunities typically reserved for institutional investors, family offices and high-net-worth individuals. Quintas Capital is run by an experienced team of investment professionals with a track record across private equity, credit, and structured finance.

The transaction was successfully completed by **the Quintas Capital team led by Kevin MacSweeney** supported by **Liam Holland** and **Fawad Khan** in the UAE.

Quintas Capital were advised by **Grant Thornton Ireland** and UAE led by **Gareth Cosgrove** covering financial, tax & technology due diligence and by **A&L Goodbody** on transaction legals and legal due diligence led by **Laura Kennedy**.

The Petal Group of companies was advised by **PKF Brenson Lawlor** led by **Jason Bradshaw & Gordon Wilson** for corporate finance & legal advice by **Simmons & Simmons** led by **David Brangam**.