

FEATURED CASE STUDY

# TRILL IMPACT

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INVESTMENT:

## KOMET AUSTRIA GMBH

*Global agricultural irrigation component provider, prioritizing water efficiency and reliability for local farmers.*

## CASE STUDY

**TRILL IMPACT****KOMET AUSTRIA GMBH**

INVESTMENT STRATEGY	TRILL IMPACT	INVESTMENT TYPE	PRIVATE EQUITY
SECTOR	AGRICULTURAL IRRIGATION	OWNERSHIP STAKE	MAJORITY
INVESTMENT DATE	AUGUST 2022	IMPACT VALUE CREATION MODALITY	GROWTH
GEOGRAPHY	GLOBAL		

**INVESTOR & COMPANY OVERVIEW**

**TRILL IMPACT** is a pioneering impact house with around EUR 1.2 billion in assets under management across its investment strategies (Impact Private Equity, Impact Ventures, and Microfinance) with a team of around 50 experienced professionals based in the Nordics, Germany, Luxembourg, and the US. Trill Impact aims to become a force for positive change through impact private investments, delivering real returns and lasting impact for the benefit of investors, businesses, and society at large.

**KOMET AUSTRIA GMBH** is an Austrian-based family business that manufactures irrigation components such as sprinklers, regulators, and big volume guns for pivot and hose reel irrigation systems. Komet's products are characterized by uniform water distribution, water drop size consistency, low energy consumption, and strong reliability — ultimately aiming at increasing crop yield.

**INVESTMENT THESIS**


Trill Impact sees significant potential in accelerating the growth journey of Komet by further expanding its global presence, leveraging the company's innovative product portfolio that increases water and energy efficiency as well as crop yield. By addressing the core challenge of increasing agricultural productivity amidst population growth and water scarcity, Trill Impact and Komet aim to foster a more sustainable agriculture landscape through high-impact offerings.

## CASE STUDY

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## KEY ELEMENTS OF VALUE CREATION:

Trill Impact seeks to invest in businesses with value creation strategies primarily anchored in the GROWTH modality:

IMPACT VALUE CREATION MODALITY	VALUE CREATION ACTIVITY	FINANCIAL DRIVERS	VISIBILITY OF FMI
 GROWTH	Mission-aligned business expansion through impact positioning and sales support, supported by management incentives linked to impact	<ul style="list-style-type: none"> <li>• <b>Revenue growth</b> through expanded customer base and sales volume</li> </ul>	The opportunity to grow Komet's sales in underserved geographies is discernible given the mutual impact and business opportunity.
	Enhanced product development guided through continued R&D efforts	<ul style="list-style-type: none"> <li>• <b>Revenue growth</b> via R&amp;D efforts aiming at increasing water-efficiency of products</li> </ul>	Trill Impact provides clear value by supporting Komet with its expertise and network to further strengthen Komet's R&D approach to enhance product offerings.

## VALUE CREATION

## EXPANDING MARKET REACH &amp; DEFINING IMPACT GOALS

Trill Impact supports Komet to further scale and expand into new geographies by professionalizing the company's sales and marketing capabilities. Additionally, Trill Impact has helped articulate Komet's competitive differentiation by defining its corporate vision and mission around its impact. This, as well as continuous measurement of impact KPIs, has enabled more effective communication of its value proposition, supporting sales.

To incentivize impact growth, Trill Impact has assisted in establishing management incentives, as well as external financing terms tied to impact goals. Targets were developed for KPIs related to impact outcomes of susceptible irrigated crop surface and water savings.

## VALUE CREATION

## ADVANCING PRODUCT OFFERINGS

Trill Impact supports the strengthening of and investment in Komet's R&D functions to further drive product leadership in water efficiency. Product innovation efforts are supported and monitored by the Advisory Board that meets regularly. The Advisory Board brings market and industry experience to strengthen the business in its R&D efforts, as well as sales & marketing approach.

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### LESSONS LEARNED

- **Mission alignment:** Trill Impact's focus on real returns and lasting impact has helped Komet strengthen its sustainability position primarily reinforced through governance features, that further engrained "impact" into the company's DNA.

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