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Ariadne Capital Announces £150 million Ecosystem Economics™ Fund

- *Ariadne unlocks the value drivers for large, non-tech firms through its investment platform*
- *Ariadne have completed more than £350 million of transactions and investments over 15 years, backing game-changers and explosive growth firms early on BeatThatQuote, Espotting, Monitise, Skype, and Zopa*
- *Investors include the founders of BetFair, EasyNet, Hotmail, SES Astra, WorldPay*

Embargoed 25 January 2016: Ariadne Capital (Ariadne) is pleased to announce the launch of its Ecosystem Economics™¹ Fund I, a £150 million investment fund based out of London, UK. The fund solely focuses on backing 'Digital Enablers' -- typically fast-growing, young businesses who bring the ability to exploit Ecosystem Economics to big and established businesses -- transforming existing non-technology traditional industries. There already is strong investor interest and a cornerstone investor, targeting a first close in Q1 2016.

The fund offers investors disruptive economics to its Limited Partners in that it is only charging a 1% management fee with 25% carried interest and no fees on the 3X co-investment platform. This reduces the fees associated with high-growth tech investment to 12.5% of the 100% they are normally, firmly reflecting Ariadne's commitment to revolutionising the industry and to establishing it as an asset class which will be no longer categorised as 'alternative'.²

Commenting on the launch, Julie Meyer, CEO of Ariadne, said:

'At a time of subprime unicorns, the new investment opportunity set that we have developed is to back Digital and Platform Enablers who are working with incumbent, large, established entities who are intent on re-inventing their industries, whether they be banking, insurance, retail, smart home or transportation. Distinct from a typical venture capital fund, the Ecosystems Economics Fund is one that will disrupt the industry by connecting these David and Goliath enterprises together, resulting in platform businesses that are anchoring the respective ecosystems in Europe.'

Amit Pau, Managing Director at Ariadne, commenting further:

'The fund will enable Ariadne to continue to back the innovation winners in a manner very consistent with what we've been doing during the past 15 years. This will be done by leading the identification of great entrepreneurial game-changers with our capital and value-add, in

¹ <http://www.ariadnecapital.com/html/fund/investor-strategy.html>

² Normal venture capital funds have 2% management fees, and co-investment rights without fees is rare to unheard of in the venture capital world. On a £600 m investment allocation available to investors, Ariadne will charge for only 25% under management, and with 50% of the normal fees.



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addition to working with family offices and institutional investors, through the co-investment platform, who have an appetite for high-growth digital technology but may not have access to a network the size and depth of ours.'

About Ariadne Capital

Ariadne Capital is an investment firm founded in 2000 which pioneered the 'Entrepreneurs Backing Entrepreneurs' model for the financing of entrepreneurship with 62 founding shareholders who include Julie Meyer, the founder of First Tuesday, and the founders of BetFair, Collier Capital, Easynet, Element14, Fusion Systems, Genia (sold to Roche Pharmaceuticals), Giga (sold to Intel), Good Data, Hotmail, Piatkus Publishing, SES Astra, Solar Ventures, Telefonica and the CEO's of Dialog Semiconductor and BT Global Services.

Ariadne have completed more than £350 million of transactions and investments and backed explosive growth firms early on (BeatThatQuote – sold to Google), Espotting (first Pay Per Click model globally), Monitise, Skype, and Zopa. Their current Ariadne Capital Entrepreneurs Fund (vintage 2012) has backed Quill (Ed Bussey's third start-up), Taggstar (backed by Stuart Rose), Norwood Systems (listed in Australia which has appreciated 8.5x since Ariadne's investment), MoneyDashboard, SoundOut, Beat.tv, Teads and Oxygen Finance.

Ariadne Capital owns and operates [EntrepreneurCountry Global](#), a 225,000 strong early adopter community and discovery platform, through which large non-technology enterprises build the future of their businesses and industries. EC Global broadcasts [EntrepreneurCountry TV](#) Monday mornings at 8 am GMT.

About Julie Meyer, Chairman and Chief Executive of Ariadne Capital

Julie is the Chief Executive of Ariadne Capital, Founder of EntrepreneurCountry Global and the author of Welcome to EntrepreneurCountry; and holds an MBE for Services to Entrepreneurship.

Julie founded First Tuesday, which many credit with fueling the Internet 1.0 generation in Europe and sold it to Jerusalem Global for \$50 million in 2000. She was a founding member of the original NewMedia Spark team where she did the Series A financings for ArcCores, lastminute.com, WGSN and Silicon.com She manages Ariadne Capital, and has developed the Ecosystem Economics™ Investment Methodology of the firm.

Julie holds an MBA from INSEAD and sits on its Board where she was named one of its top 50 alumni, along with being on the Board of Vestergaard Frandsen (the for-profit humanitarian development firm), several of her portfolio companies (Taggstar, Quill,), on the Advisory Boards of Economia publication and Group Silverline.



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About Amit Pau, MD of Ariadne Capital & EntrepreneurCountry Global; Partner, Ariadne Fund

Amit is deeply passionate about helping companies exploit disruption (business models and technology) to transform their business. His 20+ years experience in the TMT industry has given a robust platform to launch numerous market leading solutions in areas such as enterprise mobility, mobile entertainment, managed data services, digital marketing and electronic commerce. Whether it is in a corporate leadership role or an entrepreneurial environment, Amit has consistently driven innovative 'go to' market strategies in order to deliver quantum growth.

In his previous high profile corporate positions at Vodafone, as Group MD for International Accounts and Business Markets, Amit was instrumental in creating strategic OEM partnerships with Dell, IBM and HP. Additionally, he led the Divisional Units of AT&T and GTS where he launched their e-commerce products and delivered significant scale.

Over the years Amit has served on a number of listed and private boards such as Vodafone Spain, Radamec Plc, IOS Plc and Goldnet, Swivel Secure and Norwood Systems to name a few.

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