



Maven VCTs lead £3.5 million funding round in Nano Interactive Ltd.

Investment to drive product growth, development and US expansion for the company

Maven Capital Partners (“Maven”), one of the UK’s most active private equity houses, has announced it has led an investment in Nano Interactive Ltd (“Nano” or “the Company”), an advertising technology business which specialises in intent targeting based on multiple signals including online search. Alongside the equity investment from Maven, the transaction has been supported by existing shareholders including Foresight Group LLP (“Foresight”).

The investment by Maven and Foresight will go towards supporting growth in sales and marketing operations, continued product development, as well as the establishment of an operation in the US.

To date the group has already delivered over 2000 campaigns through its award winning platform which connects brands with premium publishers and allows advertisers and agencies to target users at the exact point of interest using a range of live intent signals, in a way that prioritises user privacy.

Following C-Suite level experience in former roles at US digital media solutions company Conversant, co-founders Carl White and Christian Geyer will utilise their established stateside network by opening a New York office to complement Nano’s existing hubs in the UK, Germany, Serbia and Poland.

As of 2019, the global digital advertising market was worth \$240bn and is projected to grow at 40% through to 2025. In this field, Nano has experienced significant growth from blue chip brand advertisers being able to offer a more transparent, real-time alternative to other vendors in the market offering them a unique opportunity to grow rapidly to become a key player in the field.

With the recent disruption caused by Covid-19 and surge in online media consumption it is more important than ever for brands to stay relevant, appear in quality environments and maintain brand equity. Both advertisers and publishers want to work with innovative platforms that can help them to get the best results whilst fully respecting the privacy of their users.

Luke Matthews, Investment Director, Maven Capital Partners commented *“Maven is delighted to support Nano as it embarks on a program of growth. Nano has built an innovative and successful intent targeting platform in the challenging and fragmented European marketplace and is already working with many of the leading global brands. The senior team established by Carl and Christian brings formidable market experience to the business and*

has developed a strong global strategy. Nano has achieved impressive growth to date and we look forward to working with the team as they expand their platform”

Carl White, Co-Founder and Chief Executive Officer, Nano Interactive, commented, *“It is a massive endorsement of the business to receive such significant investment at a time of great turmoil. Our privacy-centric platform focuses on live intent rather than identity and this initiative has been really well received in the last 18 months. Difficult market conditions often provide an opportunity for innovative approaches and we believe that this will be the case for Nano Interactive. We look forward to using the investment to build out our platform and for further expansion of our commercial activities into the US.”*

Rodney Appiah, Director, at Foresight added: *“Foresight is delighted to participate in this round and welcome Maven to the board. We look forward to Nano continuing its impressive growth trajectory in the coming years, expanding internationally and further developing its proprietary tech platform. Nano’s intent led proposition remains market leading and well placed to capitalise on the evolving digital marketing landscape.*

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Further information

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Notes to Editors

About Maven Capital Partners UK LLP www.mavencp.com/  [@maven_cp](https://twitter.com/maven_cp)

Maven Capital Partners UK LLP (Maven) is an independent private equity house focused on the provision of flexible equity and debt funding for UK SMEs, and one of the most active managers in the UK having invested around £500 million in British businesses since 2009.

Headquartered in Glasgow, and with eleven offices throughout the UK, Maven has over 90 investment and support professionals providing a truly nationwide coverage. Maven has £660 million funds under management and ready to invest, and manages assets for a variety of client funds, including Venture Capital Trusts, UK regional fund mandates, and Maven Investor Partners, a syndicate of institutional, family office and experienced investors.

About Foresight Group LLP (Foresight):

Foresight is a leading independent infrastructure and private equity investment manager which has been managing investment funds on behalf of institutions and retail clients for more than 35 years.

Foresight has £4.7 billion of Assets Under Management across a number of funds, including Listed Vehicles, Limited Partnerships, Enterprise Investment Schemes (EISs), Venture Capital Trusts (VCTs) and Inheritance Tax Solutions using Business Relief (BR).

Foresight's Private Equity team, comprising 28 investment professionals, pursues four discrete but complementary investment styles: venture, impact, growth and replacement capital through its growing regional office network.

Foresight is headquartered in London with regional UK offices in Manchester, Nottingham, Milton Keynes, Leicester, Edinburgh, Cambridge and Guernsey and international offices in Sydney, Rome, Madrid and Seoul.

www.foresightgroup.eu