

## PRESS RELEASE



### Foresight makes c.2x return in 3 years on sale of Idio Ltd to Episerver Inc

**London, 19 November 2019:** Foresight Group LLP ("Foresight"), a leading independent infrastructure and private equity investment manager, is pleased to announce the successful sale of Idio Limited ("Idio" or "The Company") to Episerver Inc, a customer-centric digital experience company. The acquisition is expected to enhance Episerver's analytics and personalisation capabilities to deliver customer-centric digital experiences.

Idio is a content personalisation and analytics platform powering the digital buying experience of some of the world's largest enterprise organisations. Through real-time predictive analytics, Idio helps close the gap between what customers want and what businesses can offer. Idio predicts the interests and intent of every individual buyer and automatically delivers hyper-relevant content to better engage each customer for improved business results and brand affinity.

Foresight made its initial investment in October 2016 and worked closely with the senior management team to accelerate product development, build out the sales and marketing teams and expand into the US. Foresight supported Idio through a number of follow-on investment rounds, providing the management team with the platform to make continued progress. Over that period, Idio was named by Forrester Research as a Breakout Vendor, by Gartner as a "Cool Vendor" and has more than tripled in size and established itself as a leading personalisation and analytics platform serving global B2B enterprises.

The exit, terms of which are undisclosed, delivered a c2x return in just three years to the Foresight Nottingham Fund and Foresight VCT Plc.

**Rodney Appiah, Director at Foresight, commented:**

*"It has been a pleasure to have supported Ed and Andrew as they sought to create and grow a business in an exciting and yet emerging part of the digital marketing landscape. The combination of Idio's content personalisation platform and Episerver's leading content management system is a compelling one that I look forward to seeing develop in the coming years."*

**Ed Barrow and Andrew Davies, Co-Founders of Idio, added:**

*"Idio has appreciated the support of Foresight, and the presence of Rodney Appiah on our board. Together we have built a team and technology that is delivering 1:1 personalisation at global scale."*

Foresight and the Company were advised by Osborne Clarke and Canaccord Genuity.

**ENDS**

**For further information contact:**

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**NOTES FOR EDITORS**

**About Foresight Group LLP ("Foresight"):**

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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 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 Property Relief (BPR).

Foresight's Private Equity team, comprising 26 investment professionals, pursues four discrete but complementary investment styles: Venture, Impact, Growth and Replacement Capital through its growing regional office network.

Foresight was named 'Fund Manager of the Year' at the PLC Awards 2018, 'Generalist VCT of the Year' at the Investment Week Tax Efficiency Awards 2018/19 and was a finalist in the 2018 Unquote British Private Equity Awards as Venture and Growth Capital House of the Year. In 2017, Foresight was voted 'Best VCT Investment Manager' at the Growth Investor Awards, having been previously awarded 'VCT House of the Year' at the 2016 Unquote British Private Equity awards.

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

[www.foresightgroup.eu](http://www.foresightgroup.eu)

### **About Idio Limited ("Idio"):**

Idio makes 1:1 marketing possible for global B2B enterprises. Idio's platform uses Content Intelligence to predict the interests of every individual and automatically deliver relevant 1:1 experiences across digital channels. Global leaders including Fitch Ratings, PureStorage and TATA trust Idio's AI to maximize buyer engagement and pipeline, whilst handling marketing complexity. Idio is based in London and New York, backed by leading SaaS investors including Notion Capital, and in 2017 was named by Forrester Research as a Breakout Vendor, and a "Cool Vendor" by Gartner in 2019. For more information, please see <http://www.idio.ai>