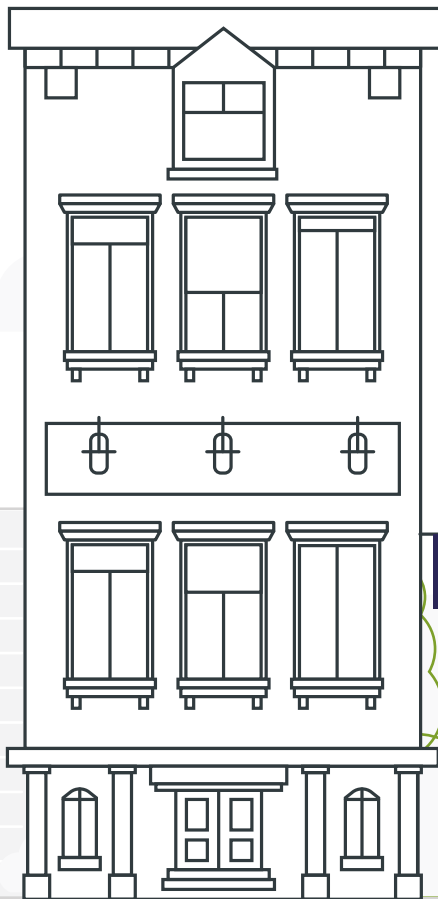
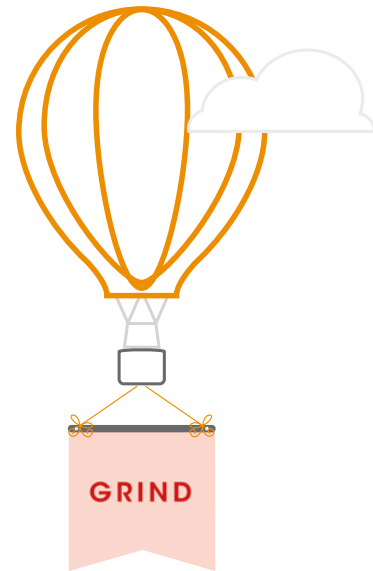
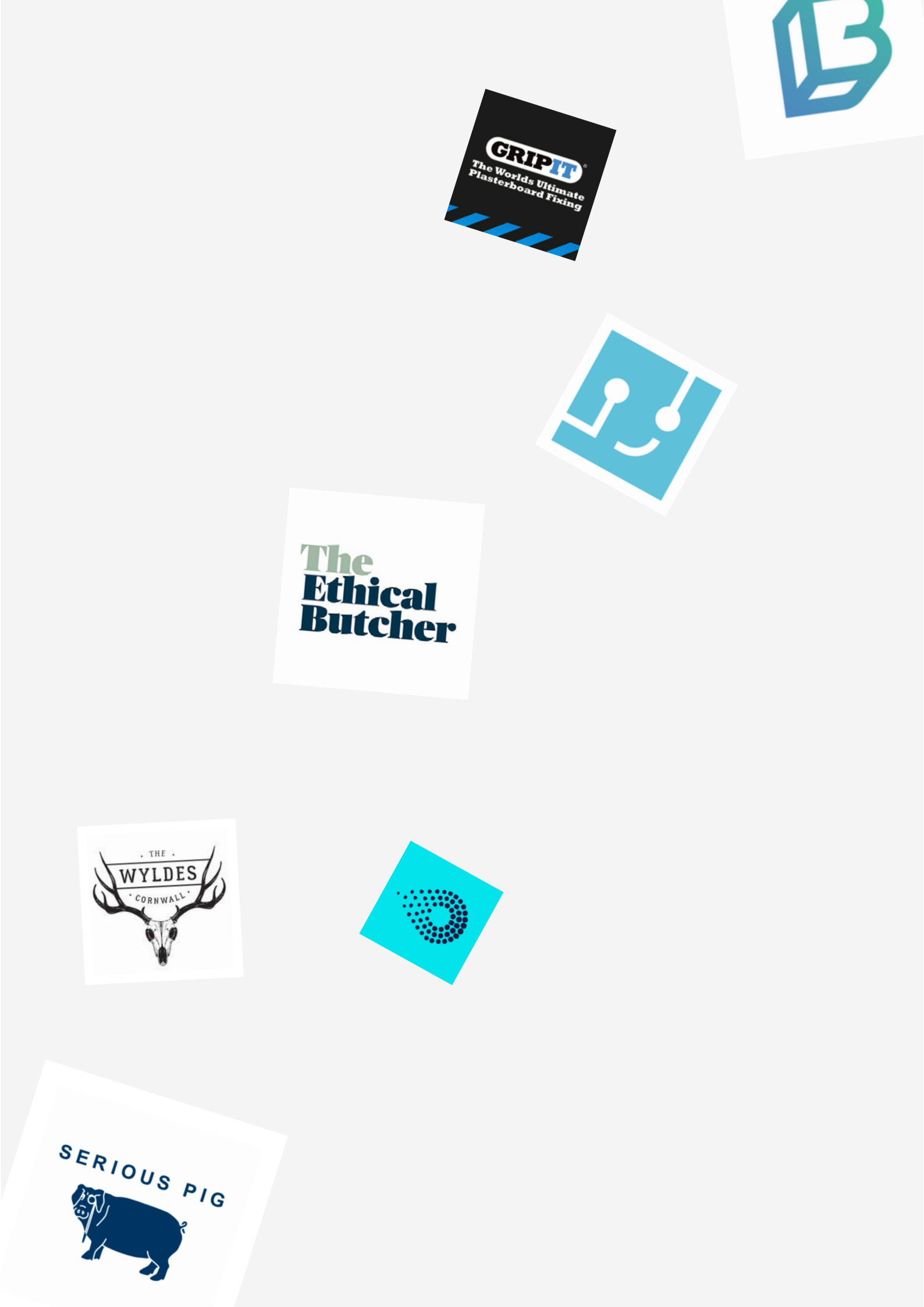


 crowdcube

# SHAREHOLDER UPDATE

Q1 2019





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## Q1 2019 highlights

We're delighted to have seen revenue grow by 50% when compared to the same time last year, despite the political and economic uncertainty. The first quarter, which is usually affected by seasonality, was also our second-biggest quarter of all time for the number of businesses we funded, bucking a decline for the broader UK equity investment market.


Building on a great start to the year, we've got some stand-out businesses that will be launching on Crowdcube in the coming months. Leading digital wealth manager, Nutmeg, is the most prominent after recently raising £45m in an investment round led by Goldman Sachs.


### Highlights from the quarter


- 14 businesses came back for a follow-on round, including Grind, Griplt and Renovagen, which all returned for their third Crowdcube raise
- Grind raised the most when they secured £3.5m from 1,786 investors in March
- Of the 51 funded businesses, seven are based overseas
- Clean technology, food and beverage and automotive were the most popular sectors by amount invested

## Key metrics compared to Q1 2018

 **£1.8m** revenue; an increase of 50%

 **£42.3m** of pledged investment; an increase of 6%

 **£29.3m** successfully invested; an increase of 16%

 **51** pitches funded; an increase of 4%

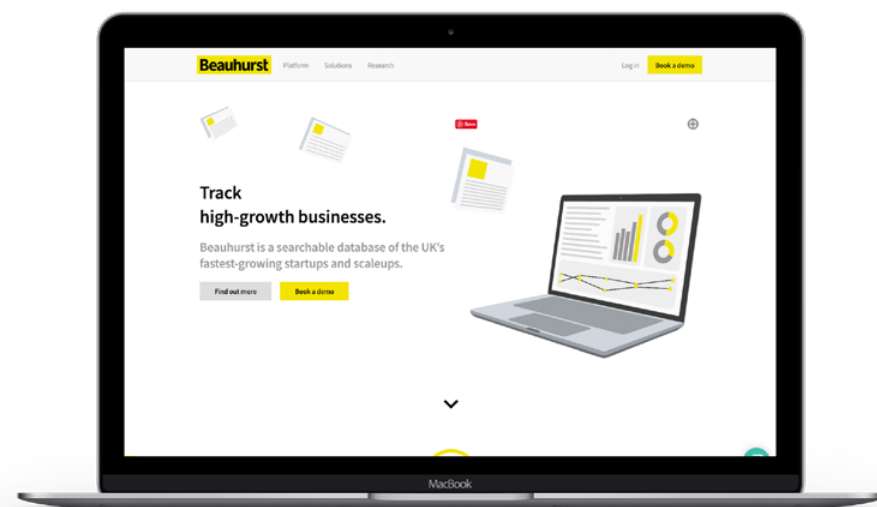
 **33,000** pledged investments; an increase of 8%

 **29,000** successful investments; an increase of 29%

 **40,000** member registrations; an increase of 31%

 **1.3m** web visits to Crowdcube; an increase of 6%





## Investment market data



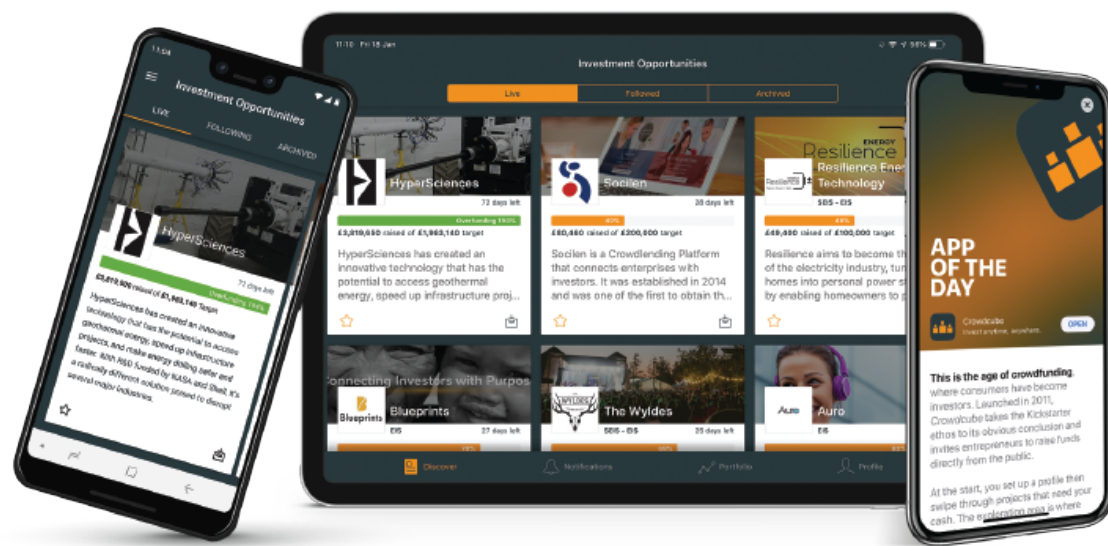
**No.1** UK equity investor in 2018

We were named the UK's top equity investor in 2018 by Beauhurst after funding more businesses than any other crowdfunding platform, angel network, venture capital firm or private equity investor last year. Leading independent researcher, Beauhurst, also reported in *The Deal 2018* that Crowdcube secured 76% more investment than Seedrs and 470% more than Syndicate Room in 2018. You can read more about this and the industry, [here](#).

Last week, Beauhurst also reported equity investment across the industry increased by 10% in Q1, but the number of fundraisings declined by 17%. Their quarterly report, which usually includes an analysis of the crowdfunding industry, didn't on this occasion. However, Beauhurst has told us that they plan 'a more extensive analysis' at the end of H1. In the meantime, you can read their *Equity investment market update: Q1 2019*, [here](#).







## Product update

### Nominee company vote

We've improved the user experience for both businesses and their shareholders who use our Nominee service to complete a company vote. The improvements also make the Nominee service more efficient and scalable.

### Performance upgrades

In light of our continued growth, we worked on the performance and scalability of key pages, reducing the load time from greater than 2 seconds to under 0.5 seconds.

### Customer research

Customer research is as always an important focus at Crowdcube, and we carried out a series of investor interviews and established a regular pattern for customer research cycles going forward. These insights will feed into our product roadmap for 2019 and beyond.

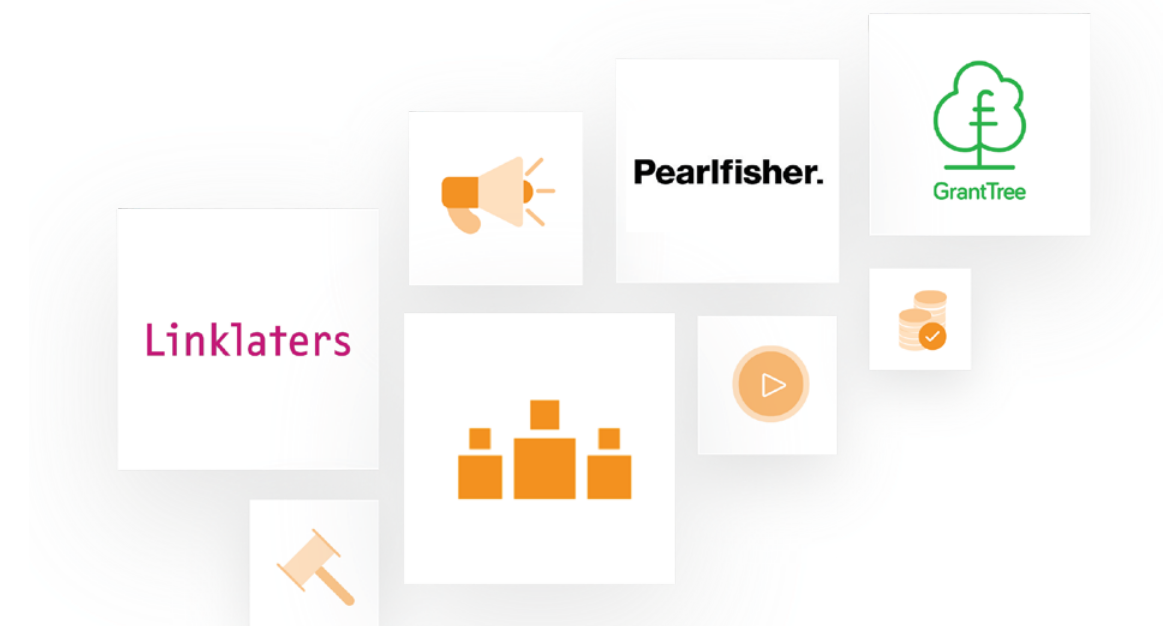
We'll also be conducting some user testing sessions for our website in May and would love if you could attend. If you'd be interested, please fill in your details [here](#), and we'll be in touch with further information and dates for the diary. We'd really value and appreciate your feedback.

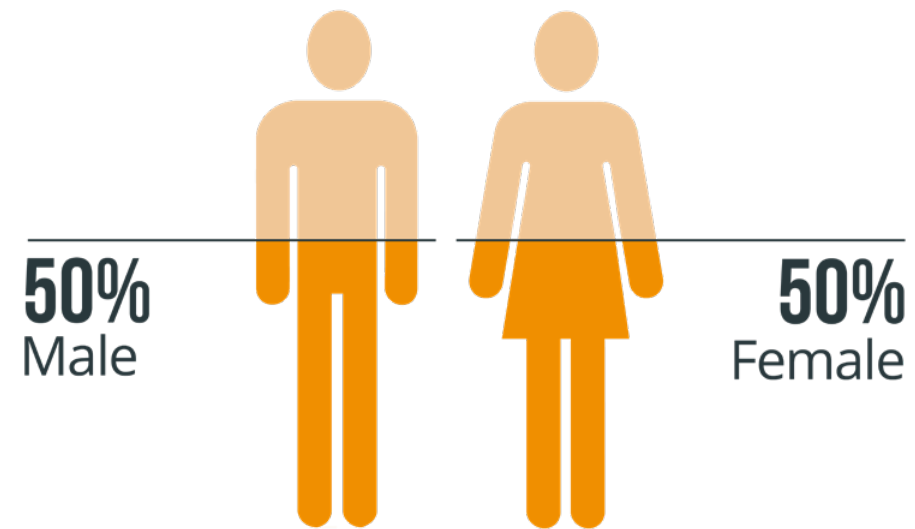
## Partnership update

We're now working with five **campaign support partners**, who provide hands-on support to help businesses with their fundraise. This can cover anything from branding to securing lead investment so that the company can execute a successful crowdfunding campaign.

We've launched several **crowdfunding bootcamps** to help businesses become crowdfunding ready in just five weeks. Working with the likes of TribeFirst, Grant Thornton and SeedLegals, the bootcamp covers financial and legal advice, pitch video production and promotional planning.

We've also partnered with industry leaders to offer our Funded Club bespoke services to help grow their businesses. Our post-funding partners include Magic-Circle law firm **Linklaters**, renowned branding and creative agency **Pearlfisher**, and cutting-edge consultancy firm **GrantTree**.





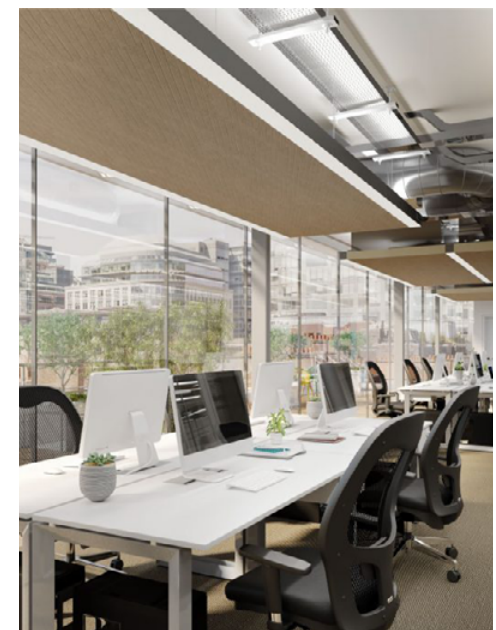
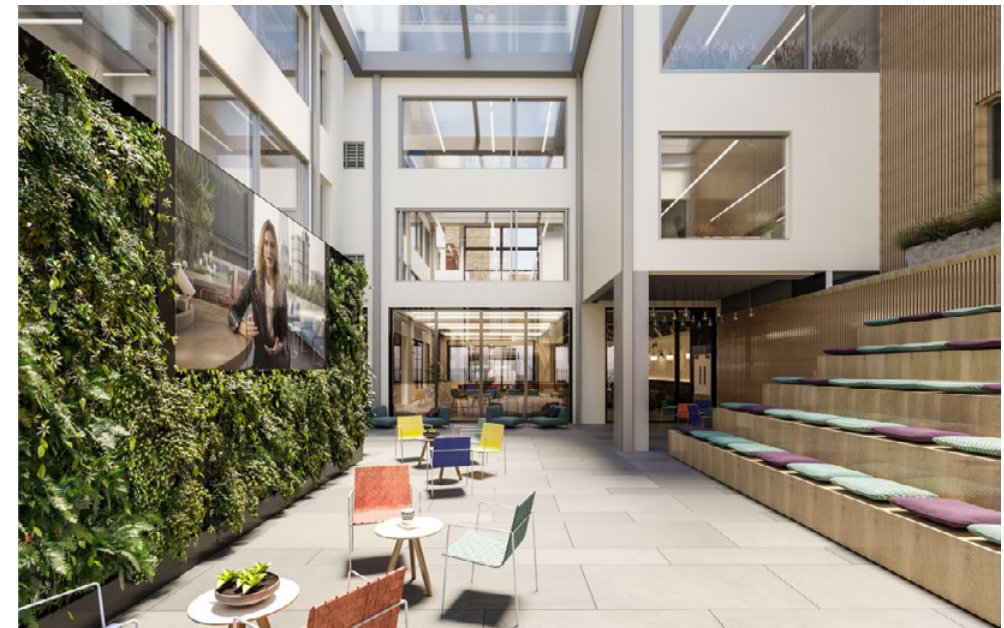
## Team update

This time last year we announced that we signed up to the HM Treasury's Women in Finance Charter. 'The government Charter reflects Crowdcube's aspiration to see gender balance at all levels across financial services firms. A balanced workforce is good for business – it is good for customers, for profitability and workplace culture, and is increasingly attractive for investors.'

We're delighted to say that we now have an equal split between male and female employees at Crowdcube. We are also pleased to welcome Amy Carmichael to our Management Team as Head of Product. Amy joined us last year and has a strong background in Product Management, working at hotels.com and ed-tech startup, RefME. She's had a real impact defining out Product Roadmap since joining.

## London office

We've moved! Our new London office, which is adjacent to Spitalfields market, gives us more flexibility and better amenities for our expanding London team. The atrium-style events area also provides us with an exciting venue to host more events in the centre of the city.







## Crowdcube's values

We've recently updated Crowdcube's company values to make them more relevant and meaningful for our team.

The new values support our vision, help shape Crowdcube's culture and reflect what's important to us. They are the essence of our identity – the principles, beliefs and behaviours that keep us at the forefront of the crowdfunding market, improve our customers' experience and ultimately drive our success.

### Our new values are:

- Focus on Impact
- Innovate and Improve
- Empower
- Succeed together

You can read more about them, [here](#).





**If you have any questions, please email**  
[investor@crowdcube.com](mailto:investor@crowdcube.com)

**Thanks again for your continued support.**

Darren & Luke | Co-founders of Crowdcube

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