

# Trendzer secures GBP1.1m investment to fund international expansion

Submitted by: Trendzer

Friday, 9 December 2016

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Trendzer (<http://www.trendzer.com>), the fast growing global provider of website, marketing and cloud services for SMEs today announced that it has closed a GBP1.1 million investment to enable the company to continue its international growth.

The Trendzer platform delivers easy-to-use digital services for small to medium businesses, helping them to build their business online. Trendzer removes the complexities of launching a commercially effective website with digital experts guiding company owners through the design phases and the setting up of all-important transactional features like ecommerce, booking and promotions that are often missing in basic website tools. Always working to the customer's specifications, Trendzer specialises in the ongoing management and improvement of the website using its platform to increase online customer volumes and revenues.

Offered as a white-labelled solution the Trendzer platform enables SME engagement, churn reduction and Cloud revenue generation for large corporate partners, including incumbent telecommunication providers BT plc (UK) and KPN BV (Netherlands), and also to Google.

24Haymarket (<http://24haymarket.com>) is the lead investor in this investment round with matched funding from the Scottish Investment Bank, the investment arm of Scottish Enterprise. 24Haymarket is a leading private capital group comprised of experienced investors, entrepreneurs and operators focussed on investment opportunities of up to GBP5m in high-growth companies.

Commenting on the investment, Ian Gray, Director at 24Haymarket said:

"We liked the team from the first meeting, and we will help them establish and grow their offering to their target SME customer base - initially in the UK and Europe. Winning new channel partners is one of the keys to the business's success, and we were impressed by their success to date and their plans going forward."

Following the recent signing of the KPN contract, the company is in the process of establishing a team in The Netherlands and is recruiting for a number of roles in Edinburgh.

"We are delighted to secure this investment from 24Haymarket and Scottish Enterprise to underpin the next exciting stage of growth for the company. SMEs the world over face the same challenges in today's ever changing digital world and Trendzer aims to remove the fear and complexity for SME owners, providing a service that allows them to focus on what they are good at" said Warren Gee, Chief Executive of Trendzer.

"The investment and just as importantly, the support of 24Haymarket and Scottish Enterprise, will allow us to continue to build a great knowledge business centred here in Edinburgh and operating globally."

Kerry Sharp, Head of the Scottish Investment Bank, said "Trendzer is a great example of a globally ambitious growth company that Scottish Enterprise is keen to support. In addition we have been able to support Trendzer via our account management and financial readiness teams. We look forward to continuing

to work with Trendzer in its drive for expansion.”

#### Further information

For media enquiries or any questions about the investment, please contact:

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#### Notes to Editors

About 24Haymarket [www.24haymarket.com](http://www.24haymarket.com)

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to GBP5 million in any particular company. 24Haymarket's Investor Network includes several highly-experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. We invest our own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.

#### About the Scottish Investment Bank

The Scottish Investment Bank (SIB) is the investment arm of Scotland's main economic development agency, Scottish Enterprise, operating Scotland-wide in partnership with Highlands and Islands Enterprise. It manages a suite of co- investment funds including the Scottish Co-investment Fund and the Scottish Venture Fund, which are partly funded by the European Regional Development Fund (ERDF), Renewable Energy Investment Fund and the Scottish Recycling Fund. SIB is the cornerstone investor in the privately-managed Scottish Loan Fund, managed by Maven Capital Partners and an investor in Epidarex Capital's life sciences fund. Our investment funds support Scotland's SME funding market to ensure businesses with growth and export potential have adequate access to growth capital. We also provide a team of Financial Readiness specialists to help companies prepare for new investment and access appropriate finance.