

Maxymiser Secures Series B \$12 Million Investment From Investor Growth Capital And Pentech Ventures

Submitted by: Wildfire

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– New funding to allow multivariate testing and personalisation company significant global expansion–

London, UK (January 6, 2012)—Maxymiser, the global expert in multivariate testing, personalisation and optimisation solutions, today announced that it has secured a strategic investment of \$12 Million from new investors, Investor Growth Capital (IGC), along with additional investment from the company's Series A investors, Pentech Ventures. This new funding will allow Maxymiser to expand significantly through all areas of the business, with emphasis on North America and research and development.

The first organisation to offer advanced website testing solutions to many of Europe's leading online brands, Maxymiser expanded to the U.S. market in 2010. Quickly, the company signed deals with major U.S. brands including Teleflora, Finish Line (the U.S.'s second-largest athletic retailer), HarperCollins, Time Warner Cable, Harry & David and many more. As more and more companies realise the indispensable need for website testing to achieve eCommerce success, Maxymiser has grown rapidly across retail, travel, financial services, media and online gaming industries.

With the new funding in place, Maxymiser plans to continue enhancement and expansion of their suite of class-leading customer experience optimisation solutions. The company will soon roll out enhanced user interfaces for customers, including a new visual campaign builder. In combination with Maxymiser's patented OneTouch implementation solution, this will, for the first time, allow marketers to define, set up and interpret results of multivariate testing campaigns with zero coding or technical support.

"We invest in companies that are leaders in fast-growing markets, and Maxymiser is a clear leader in Customer Experience Optimisation, something that has become a fundamental imperative for any company serious about eCommerce success," said Noah Walley, Head of Technology Investing at Investor Growth Capital. "In the course of our diligence process, we heard universal positive feedback from Maxymiser's clients about the unequalled quality and sophistication of the product suite, as well as the management's dedication to ensuring customer success."

"As early Series A investors in Maxymiser, we have been immensely pleased with the company's growth to date, and we look forward to more expansion in the future," said Marc Moens, Partner at Pentech Ventures. "We are convinced that Maxymiser offers the industry's best testing and personalisation solutions, and the flurry of new clients signed in the last few quarters supports that belief."

"Investor Growth Capital is a highly regarded and successful expansion stage firm. We selected them because we believe their keen understanding of our market, deep global network of contacts and patient evergreen capital structure will provide invaluable support for our strategic growth plan. This round is a great endorsement of our technology and growth prospects," states Tim Brown, CEO of Maxymiser.

Continues Mark Simpson, Founder of Maxymiser, "Having been recently named 'Online Technology Vendor of the Year' by Retail Systems, we're beating the competition because of our best-in-market testing

and personalisation solutions and our patented OneTouch™ integration platform. We are excited that these venture funds have chosen to invest in Maxymiser, enabling us to accelerate our global growth—particularly in the U.S.”

To learn more about Maxymiser—and its services and clients—visit www.maxymiser.com.

About Maxymiser

Maxymiser is the global expert in multivariate testing, personalisation and optimisation solutions. Brands such as ASDA, Homebase, Kwik Fit Insurance and Virgin Media use Maxymiser to drive the most effective online customer experiences which increase conversion rates, revenue and consumer loyalty. Maxymiser combines online testing and automated personalisation into a single platform that empowers marketers to launch comprehensive optimisation campaigns on-the-fly without the need for IT resources.

This patent-pending OneTouch Network connects once to your website, mobile sites, or mobile apps to leverage all Maxymiser solutions and existing data sources to drive highly personalised experiences for every individual. Founded in 2006, Maxymiser is a rapidly expanding, private company with offices in New York, London, San Francisco, Edinburgh and Dusseldorf, as well as a global network of marketing and technology partners. The company's conversion management solutions and reporting infrastructure are recognised by leading industry analysts as best-in-class.

About Investor Growth Capital

Investor Growth Capital is a global venture capital firm backed by Investor AB, with offices in New York, Menlo Park, Beijing, and Stockholm. Since its formation in the mid-1990's, IGC has focused on partnering with exceptional, expansion-stage companies in the technology and healthcare industries. Today, IGC manages an evergreen fund with more than 100 portfolio companies worldwide and assets exceeding \$1.5 billion. More at www.investorgrowthcapital.com

About Investor AB

Investor AB, founded in 1916, is the largest industrial holding company in Northern Europe with over \$20 billion in assets, and a leading shareholder in a number of Global 1000 corporations, including AstraZeneca, Ericsson, Atlas Copco and ABB. For almost a century Investor AB's business philosophy has been to build best-in-class companies in sectors in which the group has strong knowledge and a networking advantage. More at www.investorab.com

About Pentech Ventures

Pentech Ventures invests in companies developing and marketing enterprise software, SaaS solutions and internet technologies, working in applications ranging from digital media, e-commerce, social gaming and mobile advertising to software protection and software verification. The Pentech Partners and Advisory Group Members have considerable experience in starting, developing and exiting software businesses, both in Europe and in the U.S. The Pentech Fund is managed by Pentech Ventures LLP, and includes the European Investment Fund amongst its investors. For further information, see www.pentechvc.com.

Media contacts

Fiona Kay, EML Wildfire
0208 408 8000
Fionak@emlwildfire.com

