

QPC receives a 2.3 Million GBP (3.6M USD) investment from Finance Wales to drive global market growth of its world leading Management Information Gateway (MIG) technology for contact centres

Submitted by: QPC Ltd

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QPC (<http://www.qpc.com/About/Default.aspx?g=1>) today announced that it has received a multimillion GBP investment from Finance Wales. The investment will be used to further develop both the technology and markets for QPC's ground breaking MIG (<http://www.qpc.com/eu/Products/MIS/MIG/Default.aspx>) solution.

The MIG (<http://www.qpc.com/eu/Products/MIS/MIG/Default.aspx>) is a unique 'Big Data' solution that enables call and contact centres to reduce costs and improve service by providing exceptional insight and enabling the many systems within an organisation to work together more effectively. It is already used by some of the largest businesses across the world including Bell Canada and Vodafone.

Talking about the investment, Phil Smith, founder of QPC, comments; "The funding will enable us to invest in our existing teams and infrastructure to expedite our growth strategy and capitalise on a significant global market opportunity. The external due diligence process for the investment validated the unique power of the system and its market potential, and the fact that Finance Wales are willing to invest such a large amount confirms our opinion that the global opportunity for the MIG is considerable."

Commenting on Finance Wales' investment, Deputy Fund Manager, Chris Griffiths says: "QPC is an ambitious Welsh company with the right ingredients for future success. Its innovative technology helps blue-chip clients improve processes while achieving significant cost savings. Finance Wales' 2.3 million GBP equity investment will provide QPC with the backing it needs to achieve global expansion."

Gambit Corporate Finance acted as lead advisor to QPC in raising development capital. Simon Williams, Director at Gambit, says; "QPC covers two significant areas which are investment hot-spots in the current market, namely data analytics and customer experience insight. This provides a compelling customer proposition, and the investment will allow QPC to maximise the significant market opportunity which it has developed."

About QPC

QPC helps the world's leading companies including Vodafone and Bell Canada to improve their business performance by enabling their customer service operations to surpass their operational and strategic goals. QPC's insight, integration, workforce optimisation and capability management systems combined with education and consulting services have a substantial track record of reducing costs, increasing revenues and improving both customer and employee retention within contact centres, back offices and other service environments.

Headquartered in Mold, North Wales, QPC also has offices in the European, Middle East, African, Asia Pacific and North American regions to give their customers local support when and where they need it. For more information, visit www.qpc.com (<http://www.qpc.com>)

About Finance Wales

Finance Wales was established by the Welsh Government in 2001 and provides commercial funding to small and medium-sized businesses throughout Wales to enable them to realise their potential for innovation and growth. The company has invested over 220 GBP million through 2,700 investments and manages funds of more than 387 GBP million.

Finance Wales invested a record 39 million GBP through 199 investments in Welsh businesses in the financial year 2010 - 11.

Finance Wales is currently investing the 150 million GBP Wales JEREMIE Fund which aims to encourage effective investment in small and medium-sized businesses. The Fund is backed by the European Regional Development Fund through the Welsh Government and the European Investment Bank under the European Commission's Joint European Resources for Micro to Medium Enterprises (JEREMIE) initiative.

Finance Wales is part of the Finance Wales Group, one of the UK's largest SME investors. For more information, visit www.financewales.co.uk (<http://www.financewales.co.uk>)

About Gambit

Gambit is an independent corporate finance lead advisory firm specialising in advising private and public companies on mid-market transactions throughout the UK and overseas.

Established in 1992, they offer a distinctive partner-led service supported by a team with significant transaction experience which is respected for initiating, structuring and project managing both quoted and unquoted company transactions.

For more information, visit www.gambitcf.com (<http://www.gambitcf.com>)

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