

# Pocket App signs off on successful crowdfunding campaign

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- Pocket App closes crowdfunding campaign after overfunding to 111% of its investment sought target

London, 18th May 2016 – Pocket App, the UK's largest independent app developer, is delighted to announce that its Seedrs crowdfunding campaign, which successfully overfunded to 111% of its sought target investment of £750,000, is now closed. The campaign, which went live on the Seedrs crowdfunding platform on 8th February, raised £837,115 and closed with 436 investors on board.

Pocket App is pleased to offer its 436 new shareholders not only the benefit of being part of this innovative and disruptive business, but also a comprehensive package of investor perks, including a 10% discount on app development, a one-year subscription to Pocket Events, free, dedicated mobile workshops, a free set of user interface designs and a free interactive application prototype.

With mobile being at the forefront of not only consumer, but also enterprise thinking, and with continuous industry developments enabling and disrupting operations in every industry sector, Pocket App is now primed to take advantage of this technology revolution by building relationships with the world's leading global consultancies.

Pocket App CEO and co-founder, Paul Swaddle, comments, "The crowdfunding campaign has been an overwhelming success, and with 436 new investors on board, it just goes to show that people are really beginning to believe in the value of mobile. We feel that the impact mobile technology has had in the six years since we founded Pocket App is just the beginning and to have the additional faith and support of over 430 new shareholders is a real fillip for our company."

The business also continues to receive critical acclaim in numerous prestigious industry awards for its innovative approach to app development, having most recently been named a finalist in the 'Best Use of Mobile Payment' category of the Drum Marketing on Mobile Awards (MOMAs) 2016. Already the proud winners of a UK Digital Experience Award and a UK App Design Award, Pocket App has been nominated in the MOMAs for its work on cab:app, the only mobile booking and payment app that connects passengers in over 90 cities across the UK and Ireland with professional, fully-licensed taxi cab drivers.

Paul Swaddle continues, "The additional funding will not only enable us to strengthen our management team, but also provide the means for us to increase our mobile offering exponentially. We've long felt that we are at the forefront of the mobile revolution, by building ground-breaking apps and mobile solutions for our clients, and now that we are the largest independent app developer left in the marketplace, following the acquisitions of Mubaloo and The App Business, that affords us tremendous opportunities to advance our business yet further."

Andrew Hull, co-founder and Strategy Director at Pocket App, adds: "The culmination of our successful crowdfunding campaign marks a particularly exciting time for Pocket App. Not only were we able to reach our target investment amount of £750,000, but we were actually able to exceed it by over 10% which is particularly gratifying. With the mobile application and development market estimated at being worth around £100bn and continuing to achieve unprecedented growth, it's fair to say that almost every new

business idea, regardless of the vertical market, has an app or mobile element to it. We are now uniquely placed to take maximum advantage of this growing trend and this additional funding will enable us to further support individual clients, consulting businesses and agencies by adding our mobile expertise to consult, design and develop the mobile services and applications that they need.”

To find out more about Pocket App and its exciting crowdfunding initiative as the business expands its products, services and team, visit [www.pocketapp.co.uk](http://www.pocketapp.co.uk) (<http://www.pocketapp.co.uk>)

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#### About Pocket App

Pocket App (<http://www.pocketapp.co.uk>) is the UK's largest independent app developer designing, developing and distributing award-winning mobile apps. Founded in 2011, Pocket App's senior executives collectively have over 30 years' experience in the mobile industry having worked in partnership to deliver projects for large telcos, as well as a vast array of leading brands and marketing agencies.

Pocket App is a recognised specialist multi-platform application provider, designing mobile apps and mobile solutions. For further information please visit [www.pocketapp.co.uk](http://www.pocketapp.co.uk) (<http://www.pocketapp.co.uk>) or follow us on Twitter @PocketApp (<https://twitter.com/PocketApp>).

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