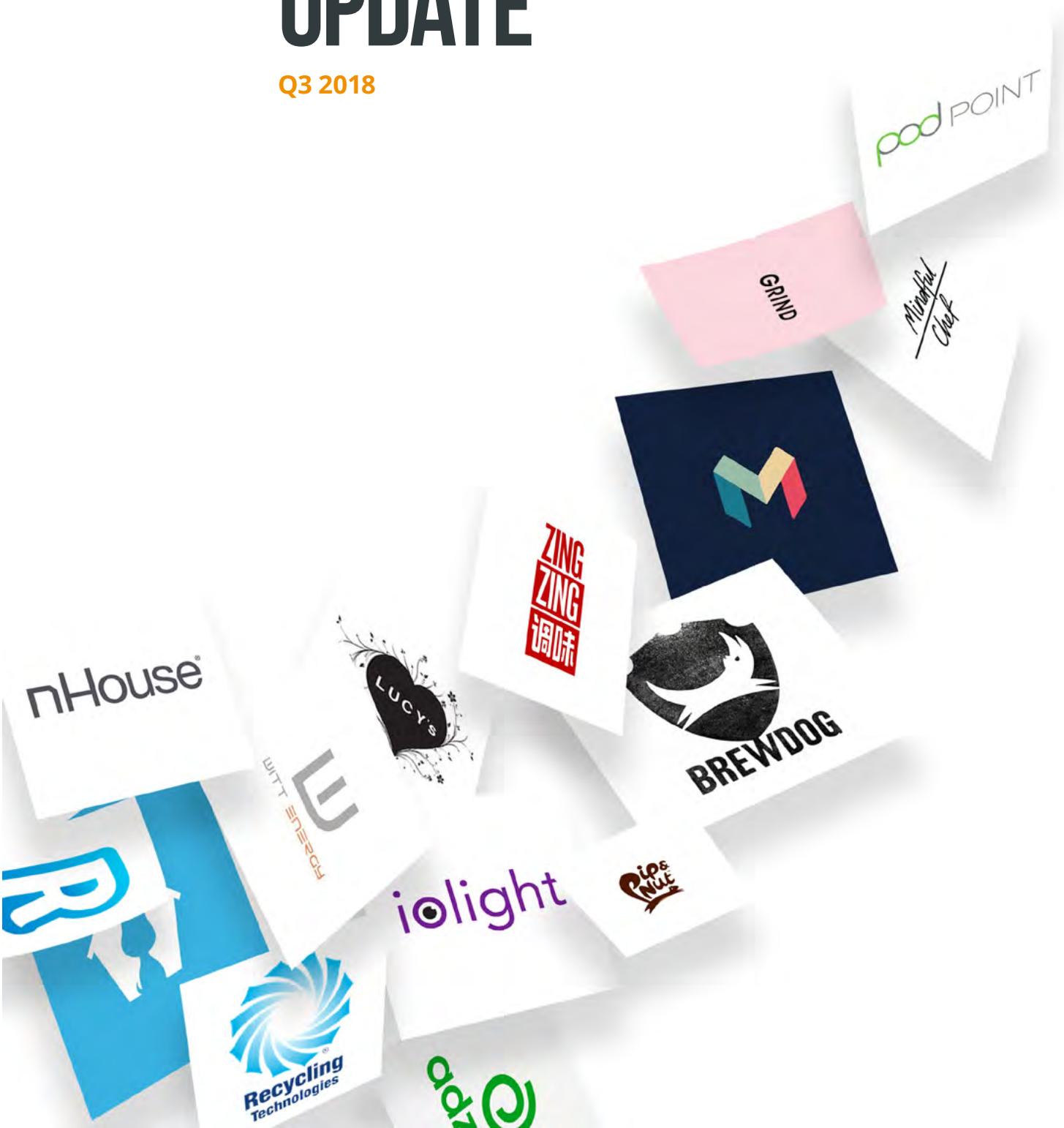
 crowdcube

SHAREHOLDER UPDATE

Q3 2018



We achieved our best quarter for investment and revenue, which grew by 60% compared to the same period in 2017. Landmark raises by Mr & Mrs Smith (raised over £6m) and gohenry (raised over £5m so far), spearheaded a record-breaking Q3, which is typically affected by seasonality. This follows a trend of two record quarters in the first half of 2018.

Take a look at our achievements from the third quarter of 2018 as we continue to make strong progress.

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Revenue increases after record-breaking growth

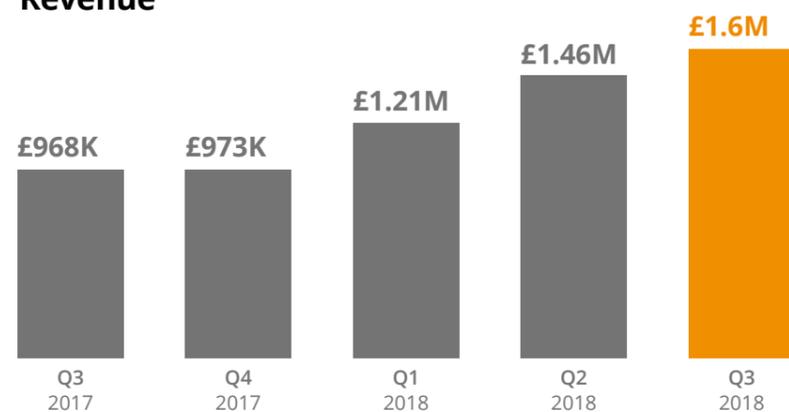
This year's growth has been possible thanks to our teams' focus on optimising our processes and technology. These improvements put Crowdcube in a strong position for continued expansion in the UK and overseas in 2019 and beyond.

Key growth achievements

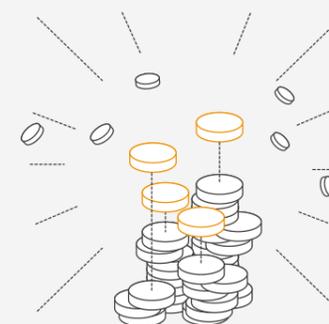
- **60% increase** in revenue compared to Q3 in 2017.
- **97% increase** in pledged investment compared to Q3 in 2017.
- **52% increase** in revenue for the first three quarters of 2018, which has already exceeded total revenue of £4m in 2017.
- **£1.6m in revenue** exceeded our target of £1.575m for the quarter.

We're delighted by the growth across our key metrics, in particular, revenue, which has been achieved through efficiency and productivity gains while maintaining our costs.

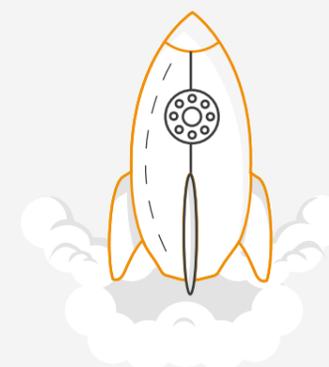
Revenue



£1.6M
in revenue
NEW RECORD



£50.4M
pledged investment
NEW RECORD



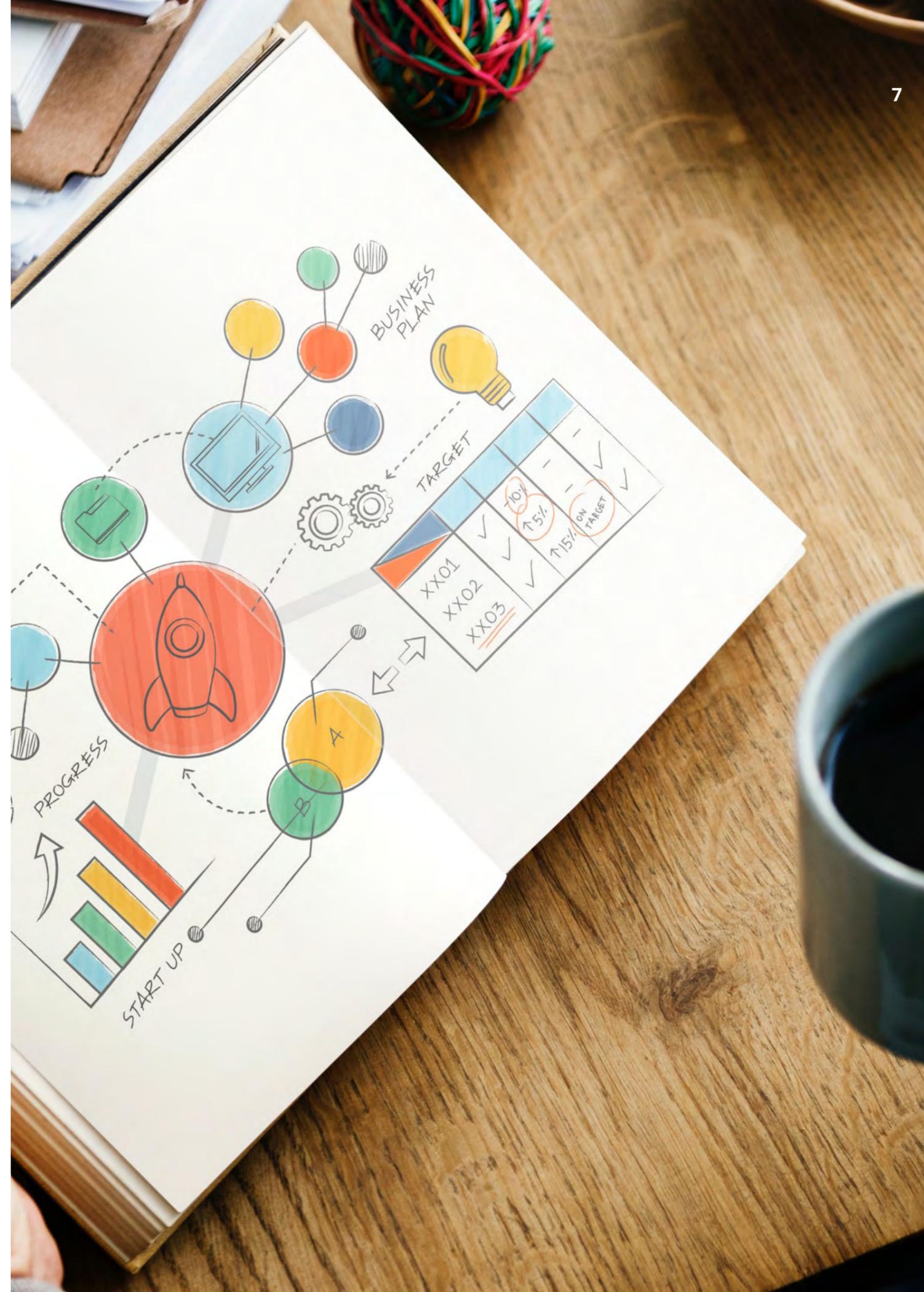
51 businesses
successfully funded



9 overseas
businesses funded

Performance highlights

- 36,000 pledged investments in Q3 was our second biggest on record; an increase of 71% compared to 2017.
- 42,500 new members joined in the last three months, our biggest quarter in 2018 and a 67% increase compared to 2017.
- 42% of investment and 72% of transactions came from repeat investors, which demonstrates that we continue to drive long-term investor engagement.
- Six businesses raised over £1m.
- Mr & Mrs Smith and gohenry have both raised over £5m in landmark campaigns, taking advantage of a recent increase in the amount companies can raise from private investors. Note, these pitches launched in Q3, but the figures haven't been included in this report, they will be accounted for in Q4.

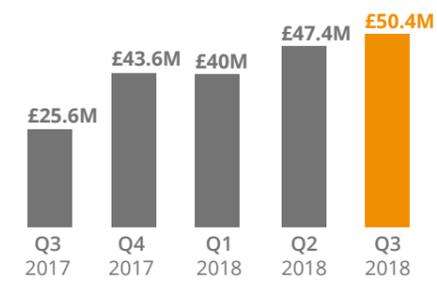




Investment stats

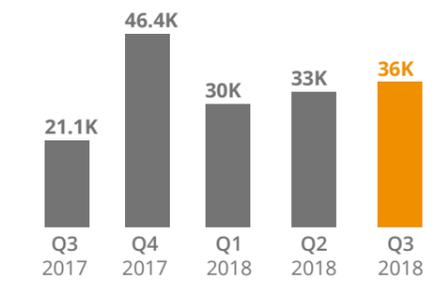
Amount pledged

▲ 97% Increase YOY*



of investments

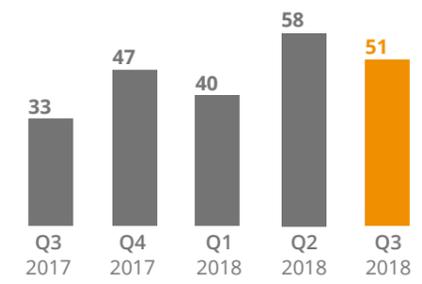
▲ 71% Increase YOY*



Pitch stats

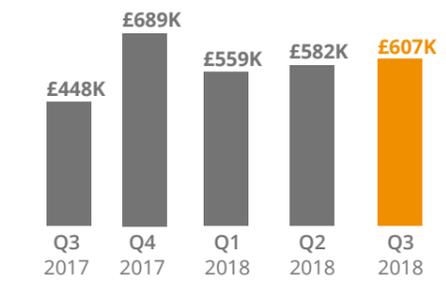
Funded pitches

▲ 55% Increase YOY*



Avg. amount raised

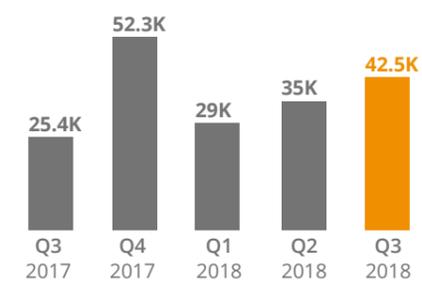
▲ 35% Increase YOY*



The crowd stats

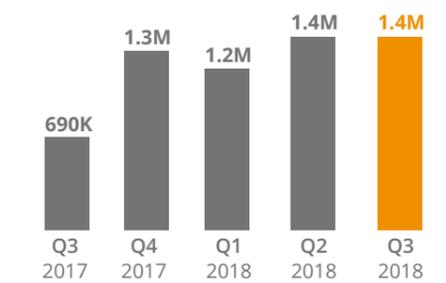
Registrations

▲ 67% Increase YOY*



Web visits

▲ 103% Increase YOY*



*Percentage increases are Q3 2018 compared to Q3 2017



Key milestones and highlights

£500m investment pledged on Crowdcube

In August, we surpassed [half a billion](#) pledged investments on the platform, which has resulted in more than 750 successful raises, for start-up and scale-up companies.

We celebrated 100 raises of £1m or more

We completed our 100th raise of £1m or more in September. This [landmark](#) underlines how Crowdcube is now the preferred funding partner for mature and established businesses seeking growth finance to fuel their scale-up ambitions.



Crowdcube acquired Supdate

We recently acquired [Supdate](#), a business reporting product. We have over 100,000 investors in more than 600 funded companies, so it's important we provide market-leading tools to make it easier for companies to engage and update their investors on progress. Supdate is a further step in Crowdcube's commitment to facilitating more effective communications between a business and its shareholders.

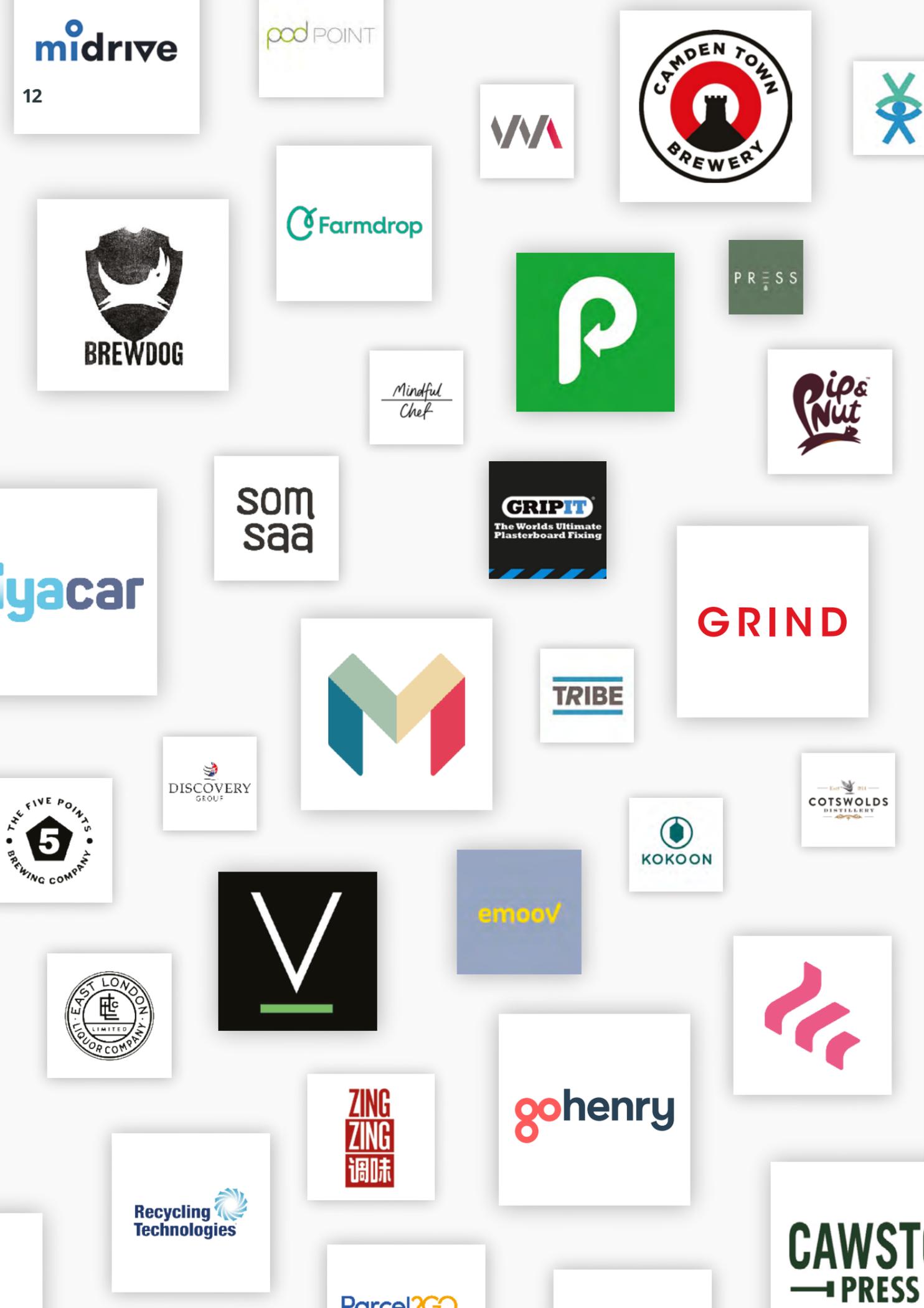


Interviewed by Sky News

Recently, Luke was [interviewed](#) on Ian King Live for Sky News, talking about the trend towards larger funding rounds, some of the successes of our Funded Club, and our milestone of 100 raises over £1m on Crowdcube.

Mr & Mrs Smith takes advantage of relaxed crowdfunding limits

Mr & Mrs Smith and gohenry took advantage of the newly relaxed rules that governed the amount businesses could raise via crowdfunding before needing to produce a costly prospectus. [Mr & Mrs Smith](#) raised over £6m, and [gohenry](#), which is still open to investment, has raised over £5m so far.

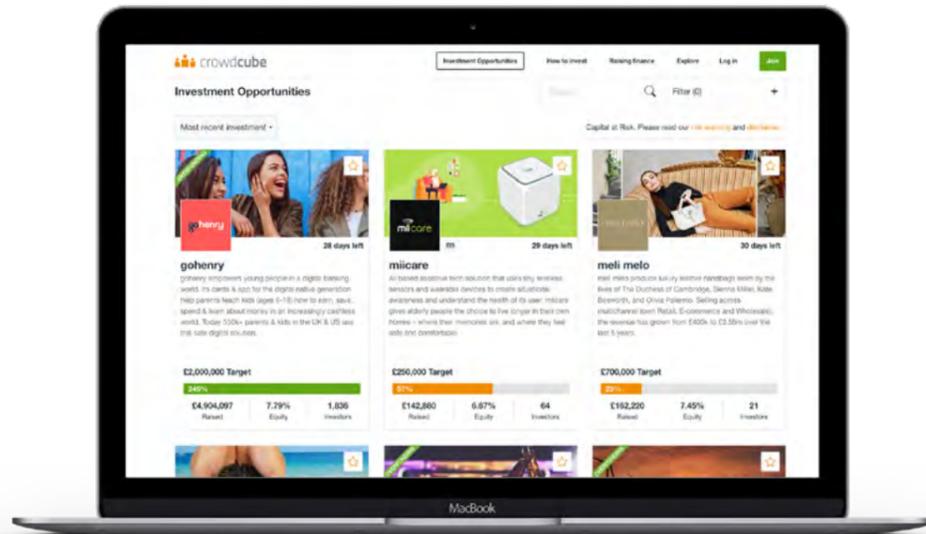


Funded Club highlights

- Crowd investors who backed Revolut, Britain's first digital banking unicorn, via Crowdcube have now realised returns of ~19x on their original investments - [read more](#)



- bidstack became the first company funded on Crowdcube to list on the AIM stock market. The public listing was used to raise around £3.5m of growth capital. The listing offered a potential 500% return for investors based on a share price at the end of September - [read more](#)
- Monzo rumoured in the press to be closing another big investment - [read more](#)
- gohenry isn't the only household name to return to Crowdcube, [BrewDog](#) launched in September and so far we've helped them raise over £23m as part of their record-breaking Equity for Punk V fundraise, which is due to close on 15 October - [read more](#)



Product highlights

Crowdcube Spain

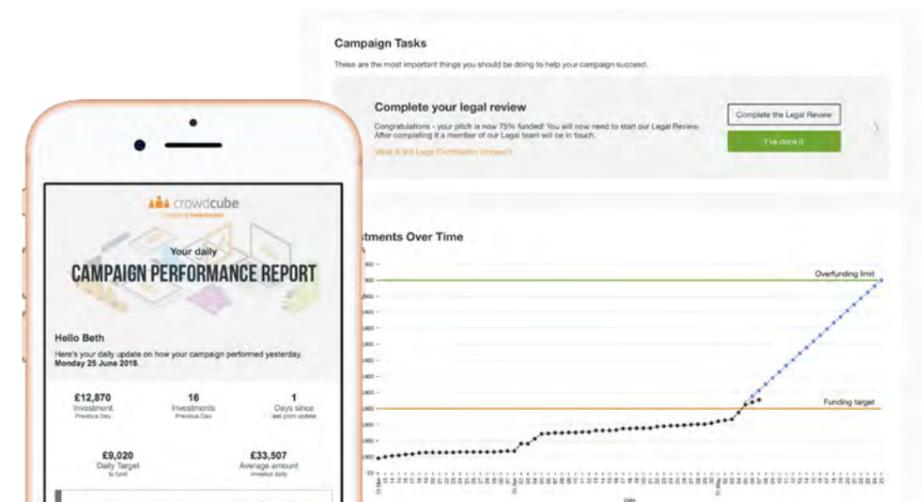
As the leading equity crowdfunding platform in Spain, we've had a growing demand for cross-border deals for both companies looking to raise finance and investors. In response to that, all future raises, regardless of their country, will be listed on one platform (crowdcube.com) to give investors access to an increasingly diverse range of investment opportunities. This will also allow us to focus on developing and optimising our core platform, to support further international expansion.

Payments

The ongoing work to update our payments infrastructure to Stripe Custom Accounts is nearing completion and we are now migrating pitches onto the new payments platform. We expect to continue migrating pitches through the rest of Q4.

Entrepreneur Dashboard

As part of our continued focus to maximise campaign success for our entrepreneurs, we have built tools that enable businesses to better understand and communicate with their 'Investors' and 'Followers' while fundraising on Crowdcube. The Campaign Dashboard provides insight such as; country of origin, length of Crowdcube membership (just joined, joined 2 years ago, etc) and a powerful search tool.



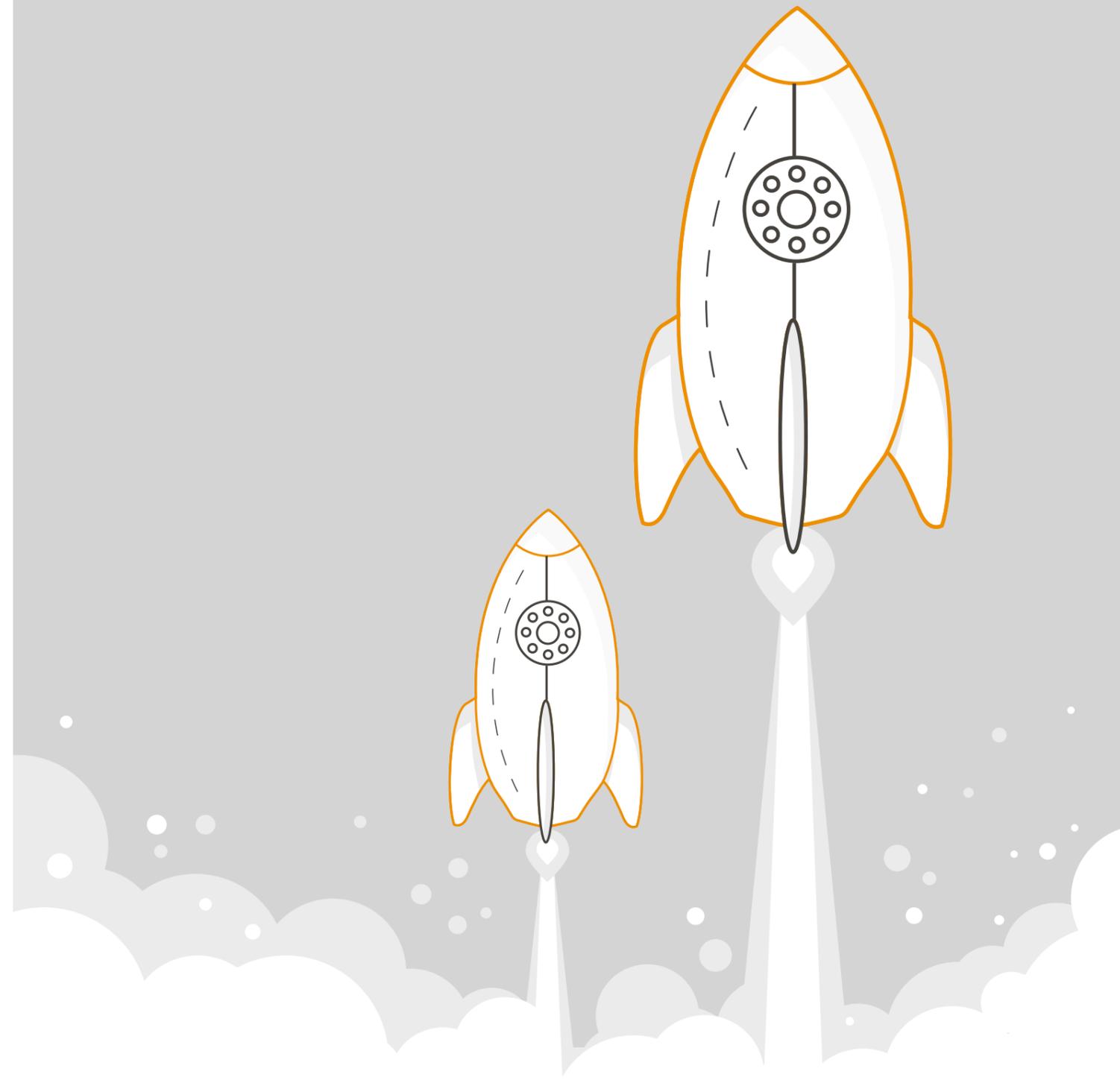
iOS

We recently completed a v1 of 'Campaign Mode', which brings the Campaign Dashboard functionality to Crowdcube's iOS app, and also improves the dashboard's performance on smaller screens. This will be released in early Q4.

Competitive landscape

It is too soon for Beauhurst to publish official crowdfunding market data; however, our competitor intelligence indicates it is another strong quarter for Crowdcube relative to the competition.

As soon as Beauhurst publishes its report for Q3, we will share it with you.





If you have any questions, please email

investor@crowdcube.com

Thanks again for your continued support.

Luke & Darren | Co-founders of Crowdcube

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If you know someone who would like to be part of our team find out more, [here](#).