

# 2017: a record-breaking year at Crowdcube

Shareholder update Q4 2017



**We finished 2017 with our strongest quarter ever, which topped off what was a record-breaking year for Crowdcube.**

A focus on improving the efficiency and productivity of our team, processes and technology, coupled with strong demand from entrepreneurs and investors.

This has led to an exceptional year where we've significantly increased the volume and speed of launching pitches, which has positively impacted other key metrics.

# Contents

<b>2017: A record-breaking year</b>	<b>4</b>
<b>Milestones</b>	<b>5</b>
<b>Q4 2017</b>	<b>6</b>
<b>The Crowd</b>	<b>7</b>
<b>Crowdcube International</b>	<b>8</b>
<b>Challenges</b>	<b>9</b>
<b>New product developments: Website</b>	<b>10</b>
<b>New product developments: Mobile</b>	<b>11</b>
<b>Looking forward</b>	<b>12</b>



## 2017: A record-breaking year:

We smashed a number of records in 2017, which has cemented our position as the world's leading equity crowdfunding platform, including:

- **£130m**: the most investment in pitches in a year, an increase of 19% from 2016
- **£90m**: the largest amount successfully invested in a year, an increase of 10% from 2016
- **325**: the most pitches launched in a year, an increase of 23% from 2016
- **120,000**: the most investments in a year, an increase of 48% from 2016
- **152,000**: the most member registrations in a year, an increase of 32% from 2016
- **4.1m**: the most visitors to Crowdcube in a year, an increase of 26% from 2016
- **6,485**: most investors in a single pitch - Monzo, an increase of 46% on previous record held by us during our last round of funding
- **€1m**: largest Spanish deal ever, an increase of 36% on previous record
- **£4m**: most revenue in a year, an increase of £0.3m on 2016\*

\*Projected revenue for 2017



## We also saw several other milestones and improvements last year:

- Over £390m has now been invested in pitches on Crowdcube since 2011
- 630 successful raises completed, 148 successful raises in 2017
- We're rapidly approaching half a million members with just shy of 490,000 people now registered
- £9m of investment has been made through our ground-breaking Crowdcube App
- £692,000 is the average amount raised on the UK platform which has increased by 5% from 2016
- 33 businesses raised £1m or more in 2017, with Vita Mojo raising the highest amount of £3.2m
- We successfully completed secondary liquidity transactions with investors in Mettrr Technologies and Celixir receiving a 9x and 2.7x return on their investments
- To date, £6.6m has been returned to investors through equity exits and bond interest repayments.

## Q4 2017 - our strongest quarter on record:

- We launched 128 pitches in the fourth quarter, which was up 48% on the same period in the previous year
- Launching a record number of pitches saw many of our key metrics spike dramatically with website traffic increase by 25%, new members by shoot up by 34% and the number of investments rocket by 64%, when compared to Q4 2016
- We also recorded our best ever month for launching pitches in November when an astonishing 73 went live
- £45m was pledged to invest into all pitches on the platform
- 46 businesses hit their targets and funded on Crowdcube, successfully raising £28m through the platform in Q4
- 13 businesses raised £1m or more in Q4, which brings our total number of deals over £1m to 84



**GRIND**





### **The Crowd:**

Our community has now grown to just under 500,000 members. Here are some interesting facts and figures behind our investors that make Crowdcube buzz.

- The number of high net worths and registered on Crowdcube increased by 25% and sophisticated investors by 44%, when compared to 2016
- We've seen a slight increase in female investors on Crowdcube as 27% of the crowd is now female
- The majority of investors on Crowdcube are aged between 30-39, and this age group make the most amount of investments
- However, 40-49 year olds have cumulatively invested the most through the platform

## Crowdcube International:

- Over €8.3m was invested in European companies in 2017, an increase of 56% from 2016
- \$225k raised for a US company on the UK platform
- 45 non-UK deals were launched, up 40% from 2016 and a 48% increase in funded pitches
- The two largest international raises for 2017 go to Santamania (Spain) and Housers (Spain), which raised €1m and €874k respectively on the UK platform
- Our Irish and Spanish investment opportunities 2017 impacted our top five countries for investors. The UK unsurprisingly led the table followed by Spain, Ireland, Italy, Australia and Germany.

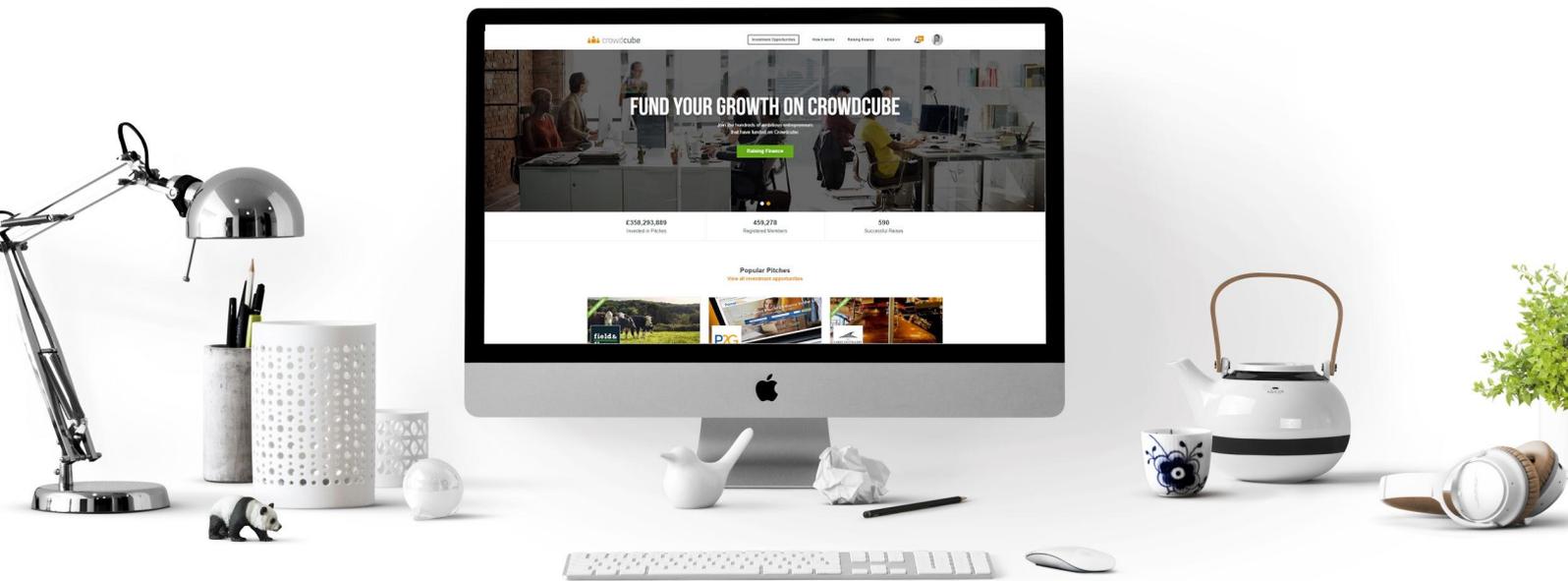


### Challenges:

- We're moving HQ! After over seven years based at the Innovation Centre in Exeter, we're moving to a new office.

The Innovation Centre, which is nestled on a Devon hillside overlooking Exeter and the Exe Estuary, has proudly been Crowdcube's HQ and home since we launched in 2011. We're all incredibly excited about our new home in the heart of Exeter's city centre. We've been planning the relocation for several months to minimise any disruption and ensure that business continues as usual.





## New product developments and future plans:

### Website:

- The Q3 focus on improving the onboarding experience for entrepreneurs continued into Q4 with further enhancements to this process.
- To support long term scalable growth of the business we also empowered entrepreneurs to manage aspects of their pitch that were previously only accessible by our campaign management team.



## Mobile:

- Q4 saw a significant uptick in adoption of the iOS app, and investment made using it. The iOS app has now been used to place over £9m of investment since launch, with over 20% of investments made on Crowdcube now made using the iOS app.
- The main focus for Q4 has been development of the Android app, which we originally planned to launch by the end of the year. However the schedule was extended by a few weeks in order to accommodate changes that have occurred in the web product while the Android app has been in development. As a result we released the Android app just yesterday (15th January).
- Android users can install the App from the Google Play Store at:  
<https://play.google.com/store/apps/details?id=com.crowdcube.android>
- Please share any feedback in our Android Beta Community at:  
<https://community.crowdcube.com/c/android-beta-testers>

## Looking forward:

Our achievements in 2017 shows we're making meaningful progress towards our mission to make investment easy and rewarding for anyone, anywhere.

The Crowdcube App has complemented our web and mobile web experiences to empower our investors like never before. Improvements to the entrepreneur experience alongside strong demand from businesses has led to unprecedented numbers of pitches launching, which has resulted in unparalleled investment and investor activity in 2017.

And finally, our investor community continues to grow rapidly and is as vibrant and diverse as ever as we approach the phenomenal milestone of half a million members.

Thank you for your support throughout 2017.

If you have any questions, please email  
**[investor@crowdcube.com](mailto:investor@crowdcube.com)**

Here's to another exciting year!

Luke & Darren | **Co-founders of Crowdcube**