

Next Generation Fund Capital D Acquires Majority Stake in Qmee

- *Qmee is one of Europe's fastest growing tech businesses, operating in the research and consumer insight space*
- *Capital D is the first institutional investor in Qmee*
- *Capital D's third platform investment since inception showcasing its expertise in identifying disruptive opportunities*

London, 24 March 2021 – Capital D, the next-generation private equity fund manager investing in disruptive mid-market businesses across Europe, today announces it has become the first institutional investor in Qmee, acquiring a majority stake.

Headquartered in Reading, UK, Qmee is a data driven rewards and loyalty company that uses a sophisticated tech platform powered by machine learning and AI, to collect insights, data and opinions from the public on behalf of brands and polling organisations. Qmee's technology platform brings unparalleled accuracy, speed and efficiency in connecting the right audience with the right survey at the right time, delivering better research to brands and a better experience for users. This has allowed Qmee to win share rapidly in the programmatic consumer survey market, thereby disrupting legacy business models in this industry.

Qmee saw its revenues grow 60% over the 12 months to December 2020 with a 140% CAGR achieved since 2017. The company is rapidly growing its audience across its geographies with 60% in the USA, 30% in the UK, and the remainder in Australia and Canada. Qmee will leverage its partnership with Capital D to focus on expanding into Europe, Latin America and Asia.

As a result of the transaction, Capital D will partner with Qmee's founders, Jonathan Knight and Nick Sutton to support them on the next phase of their impressive growth journey. Capital D will help to accelerate Qmee's expansion plans to build a high-performing commercial organisation to drive forward both sample exchange partnerships and sales of its white-label third-party audience software management tools. Capital D also sees opportunities to further enhance the user experience and deliver international growth.

Jean-Marc Jabre, Co-Founder, Capital D, said: "It comes down to one simple idea: finding new ways for businesses to connect with their consumers. With its cutting-edge tech, Qmee is a business operating at exactly this intersection within the research and consumer insight ecosystem. Qmee fits well with our strategy of backing growing and profitable disruptive companies where we become the first reference shareholder alongside a founding management team. Qmee's ability to offer businesses access to efficient, low cost, genuine first-party data is becoming increasingly important as brands yearn to stay connected with their customers. We are very proud to become Qmee's partner for the next phase of its development."

Jonathan Knight, CEO and Founder, Qmee, said: "The Capital D team has deep sector knowledge across e-commerce, market research and innovative technology and we are delighted to have partnered with them for the next stage of our journey. Qmee is revolutionising the way people and brands connect. The shifting focus towards online privacy and the move away from third-party data means our business model is becoming only more relevant. Today, more than ever, in the context of uncertain operating environments, businesses want to know what their customers and users are thinking."

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About Capital D

Capital D is a next-generation private equity fund manager focussed on disruptive mid-market businesses across Europe. Capital D invests at the intersection of macro, technological and behavioural trends, in businesses which will be the winners of the disruption economy. Capital D adds purpose and agility to traditional investment lenses and believes companies with those characteristics are better equipped to succeed.

Capital D understands “what's next” through an ecosystem comprising experts in digital, innovation and sustainability which creates unique investment opportunities. This involves leveraging the Firm’s strategic partnerships with Springwise, an innovation intelligence provider and Re_Set, a strategy consultancy for innovation, disruption and sustainability to source and identify innovative companies and themes as well as to help portfolio companies to stay at the forefront of disruption.

Qmee is the third investment of Capital D’s debut fund Capital D SCSp which closed in January 2019. The deal team comprised Jean-Marc Jabre, Daryl Cohen and Boniface Molnar.

www.CapitalD.com

About Qmee

Qmee is a rapidly growing tech business operating in the research and consumer insight space, using cutting-edge technology and data science to drive performance and efficiency to deliver rapid growth and high productivity.

For users, Qmee allows you to share your opinions through surveys tailored to you, as well as earn instant cash rewards when shopping and searching online. For brands, Qmee is a technology solution that gets better, faster and more accurate answers that can help influence the direction of your brand.

Founded by Jonathan Knight and Nick Sutton in 2012, the Qmee team consists of seasoned entrepreneurs, technologists and marketers. The Company was recently ranked [11th in The Sunday Times Tech Track 100](#), [24th in the Deloitte Fast 50](#), and [64th in the Financial Times’ annual list of the 1000 Fastest Growing European Companies](#).

Qmee is headquartered in Reading, just outside London, and currently operates in the UK, the USA, Canada and Australia, with other countries to follow soon.

www.qmee.com

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