

Electrify Video Partners receives primary funding from Capital D, a next generation private equity fund

- *Electrify Video Partners (“Electrify”) is an industry leader in quality content creation for YouTube and other digital media platforms*
- *Capital D is the first institutional equity investor in Electrify*
- *Capital D’s second platform investment in Fund 2 showcasing its expertise in identifying disruptive opportunities*

London, 19th September 2023 – 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 equity investor in Electrify, acquiring a significant minority stake. The investment provides Electrify with the ability to deploy up to USD 85 million in high-quality YouTube Channels and creator-founded growth businesses, across the new equity commitment and Electrify’s existing debt facility.

Electrify empowers YouTube creators to capitalise on new opportunities to monetise their brand and content in the rapidly evolving creator economy. For creators seeking business expansion, Electrify invests alongside them to scale and optimise. For creators looking to sell their business, Electrify can facilitate an exit. Electrify deploys a comprehensive toolkit of long-term growth and value creation strategies, and capitalises on the continued rise of video consumption and the surging digital content ecosystem.

Since it was established in May 2021, Electrify has invested in channels totalling more than 30m subscribers and with more than 10bn lifetime views, across several different genres including science and learning, self-development and kids and family. These include the world-renowned Veritasium and Astrum science brands. Looking ahead, Electrify is set to deploy further capital to expand its footprint globally, with a primary focus on long-form, factual and brand-safe content.

As a result of the transaction, Capital D will partner with Electrify’s founders, Owen Maher, Ian Shepherd and Justin Reizes to support them on the next phase of their impressive growth journey. Capital D will help to accelerate Electrify’s expansion plans to acquire more attractive and high-quality digital content businesses. Capital D also sees further opportunities to enhance Electrify’s capacity to add value to its creator partners through data and technology.

Stephan Lobmeyr Co-Founder and Partner, Capital D, said: “We are thrilled to partner with Ian, Owen and Justin. They deeply understand the fast-changing digital media environment and have developed an impressive toolkit to help creators grow faster, diversify revenues and enable them to focus on what they enjoy doing. We are excited to help fuel their continued expansion in the years to come.”

Owen Maher, Co-CEO and Co-Founder, Electrify, said: “This equity raise takes Electrify to new levels, enabling us to scale our in-house capabilities and invest in many more creator businesses. We are keen to speak with ambitious video creators who are looking for either a growth partner or an exit from their business. Thank you to our existing creator partners and wonderful team for helping us get to this next phase.”

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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.

Electrify is the second investment in Capital D Fund 2 SCSp which closed in 2022. The deal team comprised Stephan Lobmeyr, Daryl Cohen and Boniface Molnar.

www.CapitalD.com

About Electrify

Electrify is a rapidly growing new age digital media platform that invests together with its creator partners in an expanding portfolio of high-quality digital assets, centred around YouTube channels.

Electrify aims to rapidly grow its portfolio of businesses by scaling the volume and quality of content, expanding distribution across platforms and leveraging proprietary data and technology.

This support enables Electrify’s creator partners to focus on what they enjoy doing, allowing them to have a better work-life balance while realising greater financial results.

Founded by Owen Maher, Ian Shepherd and Justin Reizes in 2021, the Electrify team consists of seasoned entrepreneurs, creator economy executives and digital media experts.

Electrify is headquartered in London, UK and derives revenues from around the world.

<https://www.electrify.video/>

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