

Privanet Group Oyj  
STOCK EXCHANGE RELEASE  
25.08.2017 8.15am

## **Privanet Securities establishes crowdfunding platform FundedByMe in Finland and joins as part-owner in FundedByMe Finland**

**Swedish-based crowdfunding platform FundedByMe starts its operations in Finland in September as Privanet Securities Oy starts to offer the platform's services within its license as investment services provider. Privanet Securities will become a part-owner in FundedByMe Finland by 33,4 % through a private placement offering. The objective of the arrangement is to seek a substantial market share in the Nordic crowdfunding market.**

Finnish investment services company Privanet Group Oyj's subsidiary Privanet Securities Oy FundedByMe Ab and FundedByMe Finland Oy have agreed on a strategic partnership to develop the Finnish crowdfunding market. Privanet Securities, operator of AROUND crowdfunding platform and a marketplace for unlisted companies in Finland, will become a substantial part-owner in FundedByMe Finland by 33,4 % through a private placement offering. Privanet Securities Oy will start to offer FundedByMe's services in Finland according to Privanet Securities' operating principles and within its license as investment services provider. All FundedByMe Finland employees will transfer to Privanet Securities as employees.

Swedish-based FundedByMe Ab, founded in 2011, operates a crowdfunding platform that has over 87.000 registered users in 197 countries. FundedByMe crowdfunding platform has collected over 37 million euros of growth funding for SME's.

"Privanet's and FundedByMe's way of working, platform and customer base complement each other very well. Together we can offer investors a wide selection of investment opportunities and contribute to the growth of Finnish SME's. Stock-based crowdfunding is an excellent option for companies in their early stages of development.", state FundedByMe Finland's CEO **Raine Luomanen** and CoB **Casper Grönblom**, beginning of September 1<sup>st</sup> Investment Directors responsible for FundedByMe at Privanet Securities.

Privanet Securities operates a marketplace for unlisted securities through its AROUND platform that enables funding for revenue-generating companies in the amount of one to five million euros without industry limitations. To this date, the funding rounds in the AROUND service have in total accumulated over 31 million euros of growth funding for Finnish companies. In the future, Privanet and FundedByMe aim at organising joint funding rounds in both companies' platforms.

"The partnership with FundedByMe supports Privanet's strategic goals of international growth and opens doors to a wider audience of investors for both companies. Through the partnership, investors have an easy access to investments in businesses in different stages of growth. The objective the partnership is to seek a substantial market share in the Nordic crowdfunding market.", CEO of Privanet Securities Oy **Kimmo Lönnmark** states.

"The partnership with FundedByMe supports Privanet's strategic goals of international growth and opens doors to a wider audience of investors for both companies. Through the partnership, investors have an easy access to investments in businesses in different stages of growth. The objective the

# PRIVANET

partnership is to seek a substantial market share in the Nordic crowdfunding market.”, CEO of Privanet Securities Oy **Kimmo Lönnmark** states.

For further information:  
**Privanet Securities Oy**  
Kimmo Lönnmark, CEO  
+358 (0)50 67541  
kimmo.lonnmark@privanet.fi

**FundedByMe Finland Oy**  
Raine Luomanen, CEO,  
Investment Director at Privanet  
Securities Oy starting September 1<sup>st</sup>  
+358 (0)40 7740021

Privanet Group Oyj's Certified Advisor is Valkia Advisors Oy, tel. +358 (0)50 368 6866

## **Privanet Group in short**

Privanet Group Oyj is a Finnish investment services group that consist of subsidiaries Privanet Capital Markets Oy, that focuses on capital market transactions and Privanet Securities Oy, which operates Finland's only marketplace for trading securities of unlisted companies. Privanet Group's objective is to provide a large variety of services aimed at bringing together investors and those in need of funding. Privanet Group offers services to its 13 500 customers in Finland and operated a network of 11 local offices in cities around the country. Privanet Group's customers include private individuals and entities as well as institutional investors.

## **FundedByMe in short**

FundedByMe is one of a few full-service crowdfunding platforms offering capital through equity. In the past years, some 452 companies from 25 different countries have been successfully funded with more than €37,4 million. The member base is a rapidly expanding network of more than 87,000 investors from around the world. FundedByMe headquarters is located in Stockholm, Sweden, with a local presence in Finland, Singapore and Malaysia.