

**1 MAY 2014****INTENT<sup>HQ</sup>****ASCENDANT ADVISES INTENT HQ ON £4.75M FINANCING**

Ascendant Corporate Finance, the technology focussed corporate finance boutique, advised leading audience intelligence provider, Intent HQ, on a £4.75m fund raising. Specialist growth capital investor, Oxford Capital, has led the round.

Intent HQ's software helps its customers, who include major publishers and consumer brands, generate more revenue from their websites. The software creates a 'fingerprint' of each website visitor's interests and preferences, based on deep analysis of their social media data and online behaviour. Onscreen content, including advertising, is then automatically tailored so that users spend longer on the site, visit more pages and share more content with their friends. The end result is a significant increase in sales conversions rates, and a dramatic improvement in the impact and value of onscreen advertising.

Oxford Capital joins existing investor, Edge Performance VCT, which has backed the business from an early stage. The investment will enable Intent HQ to further enhance its platform and accelerate its global marketing and sales activity.

Colin Watts, Partner at Oxford Capital, said:

"A detailed knowledge of an audience and its social content is the next critical element in the competition for consumer engagement and advertising budget. We are delighted to have partnered with Intent HQ in this exciting market.

"Intent HQ has already attracted commercial relationships with leading media publishers, such as The Telegraph, Sky Italia, Food Network and IDG UK. Its 'Software as a Service' (SaaS) business model also provides a reliable and growing revenue stream and low cost integration with the customer's infrastructure. The company's management team has an outstanding track record and we believe it has the vision and skill to 'win the market' for audience intelligence and deep personalisation."

Jonathan Lakin, Chief Executive Officer, Intent HQ said:

"Throughout the investment process, Oxford Capital helped us gain new insights into our business and refined our strategy. They really understand our space and are a great partner for our next phase of international growth. This funding round allows us to accelerate our global distribution and marketing and marks an important step forward in our commercial development. We are very excited about the prospects for further rapid

growth in demand for audience intelligence, where our platform gives our clients an amazing opportunity to identify, access and action unique consumer intelligence.”

## **ABOUT ASCENDANT**

Ascendant Corporate Finance specialises in advisory services for growing technology, telecoms and media businesses. With a wealth of experienced staff, Ascendant provides a wide range of services including advice on fund raising, mergers, acquisitions, disposals, exit planning, MBOs and licensing. For further details contact:

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## **ABOUT INTENT HQ**

Intent HQ is a UK based technology company that uses social data to build an “interest fingerprint” of each user, understanding affinities between interests and intents in a human-like way. This allows for greater understanding, targeting and activation of online experiences. Clients include Sports Revolution, Telegraph Media, The Food Network, Zequs, IDG and Sky Italia.