

2 September 2019

Company Announcement

Stackla engagement with Facebook

Bailador Technology Investments (ASX:BTI) (“BTI” or “The Company”) has received the attached statement from portfolio company Stackla.

About BTI

Bailador Technology Investments is an expansion capital fund focused on the information technology sector, actively managed by an experienced team with demonstrated sector expertise.

Bailador provides unique exposure to a portfolio of information technology companies with global addressable markets. We invest in private technology companies at the expansion stage utilising extensive downside protection.

For further information or to connect

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Statement from Stackla CEO:

Today, Stackla had its access to the Facebook platform suspended. We believe this is a mistake or misunderstanding from within Facebook and we look forward to working with them to have access restored quickly.

We are taking this matter very seriously. We wholeheartedly support Facebook in its quest to ensure user data, on and off their platform, is protected. It's important that Stackla, Facebook and all platforms take data privacy and security seriously. In general, we applaud the strong stance from Facebook, but because of the scale at which they're operating, it appears that some mistakes have been made with compliant companies such as Stackla.

We feel it's important to be clear and transparent on what we do here at Stackla.

Stackla is a content marketing platform, used by consumer brands to discover the best photos and videos posted by users and obtain permission from them to use in their marketing activities. We work with all of the large social networks such as Facebook, Twitter, YouTube and Instagram, from which we collect public content. Public content only, nothing private. We don't scrape or store data, we don't on-sell data, nor do we build profiles of users.

Our value proposition and entire business model is built around content, not data. We've worked diligently on all our integration points with the social networks throughout our history to ensure that our platform never violates generally accepted privacy practices and to comply with the terms of service for each of the social networks.

When we set out to build this company, we wanted to showcase the incredible content that is created by consumers every day. We acknowledge their efforts, while at the same time ensuring they have provided the brand with the necessary permissions to use their content. Our vision is to enable authentic communication and build trust between the world's top brands and their consumers. Protecting consumer privacy and personally identifiable information is a key value proposition that we bring to our customers and is critical to building that trust relationship.



Damien Mahoney / Co-Founder & Chief Executive Officer

Stackla

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