

Thursday, 23 December 2021

MEDIA RELEASE**Bailador invests in men's digital healthcare brand Mosh**

ASX-listed technology expansion capital fund Bailador Technology Investments Limited ("Bailador", ASX:BTI) has today announced a \$7.5m investment in Hairmop Pty Ltd ("**Mosh**") alongside other institutional investors.

Launched in 2019, Mosh is a men's digital healthcare brand that makes men's health and wellness accessible, easy and affordable. The company offers subscription treatment plans for hair loss, sexual health, skin care and mental health. Mosh's medical consultations are delivered digitally which increases convenience, accessibility and privacy while also lowering the cost of treatment. The business' all-inclusive treatment plans cover membership, medical treatment, pharmaceuticals and delivery.

Mosh is growing rapidly with over 30,000 active subscribers and has developed a strong brand in the fast-growing men's digital healthcare market.

Mosh will be utilising the funds raised to accelerate its subscriber growth, continue the development of its product roadmap and expand the range of treatment plans it offers men in Australia.

Bailador will provide further commentary on its investment in Mosh as part of future shareholder updates.

–Ends–

Approved for release by**Helen Plesek**

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