



**Sydney, Australia** – Bailador Technology Investments (ASX: BTI) today announced a \$2.5M investment in Stackla. BTI was the lead investor in a total \$3.0M round.

Stackla is a social marketing platform that aggregates user-generated content (“UGC”) from sites such as Facebook, Twitter, Instagram, YouTube, and Wordpress, integrating this content at various touch points within the marketing stack (e.g. CMS, CRM, email, social media management).

The company demonstrated strong year-on-year growth in Annual Recurring Revenue (“ARR”) of 260%. Stackla currently generates 60% of its revenue outside of Australia. Its 250+ customer base includes well-known brands such as Qantas, Toyota, McDonald’s, NAB, Lenovo, Topshop, Waitrose and Contiki.

Paul Wilson, Co-Founder and Partner at BTI, summarises the fund’s view on its latest investment, “We believe Stackla is a great fit within our investment mandate and gives us exposure to the exciting and rapidly growing UGC marketing sector.” “Stackla is well established with an impressive list of global customers and best-of-breed technology”.

“The Founders have attracted and hired a very strong leadership team, fostering innovation in a collaborative, open, and

proactive culture across the global organization”. “We are looking forward to partnering with Stackla and its existing Board as we strive towards the goal of market leader.”

Damien Mahoney, CEO, commented, “As a software business focused on high growth and global expansion, we believe we have found the ideal partner in Bailador”. “Bailador brings a wealth of experience and a deep understanding of our business model, giving Stackla another critical boost in our mission to be the leading UGC marketing platform globally.”

“This latest round will allow the company to continue its rapid expansion into the US and European markets, and deliver upon an aggressive product roadmap that places Stackla at the leading edge of digital marketing technology”.

Stackla was founded in Sydney in 2012. The company is now headquartered in San Francisco and has offices in London and NYC. It currently employs 48 people worldwide.

With its open API approach, Stackla’s platform enables customers to curate and design the presentation of their content, and the extent of its personalization for the targeted viewer, providing unparalleled flexibility. Stackla’s technology builds on the trends for increased social validation and user engagement.

## **OVERVIEW OF THE INVESTMENT IN STACKLA**

### ***Bailador Investment Structure & Valuation***

Investment Amount: \$2.5M  
Nature of Instruments Acquired: Convertible Note

Paul Wilson and Andrea Kowalski will represent Bailador on the board of directors, which also includes Founder and CEO, Damien Mahoney, Founder and CPO, Peter Cassidy, Tony Faure as Chairman (ex-VP Yahoo!, Ex-CEO NineMSN), Paul Naphtali as Independent Non-Executive Director (Rampersand, Ex-Snaptu, Ex-Jajah) and Grant McCarthy as Independent Non-Executive Director (APGM, Ex-Yahoo!, iClick and Society One).

The note subscribed to by Bailador may be converted to ordinary equity at any time, at the discretion of Bailador.

Research on trading and transaction multiples observed for companies considered broadly comparable to Stackla implies a revenue multiple within the range of 4.0x to 7.0x current Annual Recurring Revenue ("ARR"). The value implied for the investment by Bailador is consistent with this range.

### **ABOUT BTI**

BTI is an Australasian venture capital fund focused on growth stage investment within the information technology sector. It was co-founded by former FairfaxMedia CEO, David Kirk, and former CHAMP Private Equity Director, Paul Wilson. BTI targets the following sectors: software and services, subscription-based Internet businesses, online marketplaces, high value data, online education and communication applications and services.

BTI invests through minority positions in companies that have a proven business model, established revenue base and excellent growth prospects. BTI always secures board representation and works closely with management and founders.

#### **FURTHER INFORMATION**

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