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**Growth Investor to Acquire Majority Stake  
in Da Vinci Capital Portfolio Company LoopMe**

LONDON (Jan. 17, 2022) – Leading tech and consumer growth investor Mayfair Equity Partners will acquire a majority stake in LoopMe Ltd., a leading mobile brand advertising platform, in a secondary transaction. As part of the transaction, emerging markets technology investor Da Vinci Capital will sell a significant portion of its holding to Mayfair but will retain a modest stake in LoopMe.

Da Vinci Capital, which invested in LoopMe in March 2021, achieved a significant cash on cash return on its original investment.

Da Vinci Capital Managing Partner Dennis Fulling said: “We are excited that LoopMe has attracted investment from Mayfair and thrilled to achieve a lucrative return on our investment in one of our most exciting and fastest growing portfolio companies.”

Carl Balit – Managing Director of 57 Stars, a Washington, D.C., based investor in several Da Vinci Capital funds – added, “LoopMe showcases Da Vinci Capital’s strong track record of investing in outstanding companies in developed countries that maintain emerging markets operations.”

LoopMe recorded estimated gross revenues of nearly \$100 million in 2021 and achieved revenue growth of approximately 50 percent over the past three years. Funds advised by Mayfair are investing \$120 million to acquire a

majority stake in LoopMe that will value the Company at close to \$200 million. The investment will see LoopMe continue to expand internationally while bringing innovative new products to market.

### **About Da Vinci Capital**

Da Vinci Capital Management Ltd. is a leading emerging markets private equity manager that builds world class portfolio companies by assisting with business strategy, corporate governance, financial performance, mergers and acquisitions and capital markets transactions, and environmental and social policies.

Backed by DEG, the European Bank for Reconstruction and Development and other major institutional investors, Da Vinci Capital has over \$500 million of assets under management. Major exits include Softline Holding plc (LSE: SFTL), EPAM Systems Inc. (NYSE: EPAM), PJSC Moscow Exchange (MCX: MOEX), and JSC B2B-Center.

Da Vinci Capital's portfolio investments include global custom software developer DataArt; information and cloud technology services provider Softline; B2B transportation as a service provider Gett; brokerage, fintech and alternative investment platform ITI Group; collection agency First Collection Bureau; mobile advertising artificial intelligence platform LoopMe; and other fast growing companies.

### **About LoopMe**

LoopMe, a leading outcomes-based platform, closes the loop on digital advertising. By leveraging AI to optimize media delivery in real-time, we drive measurable uplift for business outcomes and more effective advertising across online and offline marketing goals, including brand lift,

purchase intent, consideration, foot traffic and sales. LoopMe was founded in 2012 with the mission to create better consumer experiences through innovation, powered by data, in order to bring people and brands together. The Company is headquartered in the UK, with global offices across New York, Boston, Atlanta, Chicago, Detroit, San Francisco, Los Angeles, Toronto, Singapore, Dnipro (Ukraine), Japan and Hong Kong. The company's clients include dentsu, Hyundai/Kia, Microsoft, Omnicom, Pepsi, Publicis, Sony Pictures, Warner Media and WPP.

For more information, please visit [www.loopme.com](http://www.loopme.com).

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