

Press Release:

## **BAILADOR LEADS NEW INVESTMENT IN BROSA**

*Date: 24<sup>th</sup> October 2017*

[Bailador Technology Investments](#) (ASX: BTI) today announced a AUD\$3.0 million investment in [Brosa](#), a technology-led, vertically integrated furniture brand and online retailer. Bailador led the AUD\$5.0 million investment round, which was also supported by existing Brosa investor and prominent Australian VC firm, AirTree Ventures.

Brosa uses a suite of proprietary e-commerce technologies to create a unique customer buying experience, disrupting the notoriously slow-moving AUD\$13 billion traditional furniture retail industry.

Leading edge, in-house product design utilises a combination of consumer preference data derived from purchasing behaviour and human curation, to create tailored design-led products and matching recommendations which add value beyond the traditional online retail model.

Bailador's investment in Brosa further diversifies the fund's portfolio adding exposure to an innovative business-to-consumer digital disruptor in retail.

Andrea Kowalski, Principal at Bailador, said: "Technology shifts are dramatically changing consumer expectations in retail. The furniture sector has been slow to effectively address a large and growing cohort of online consumers. This has created an enormous opportunity for Brosa.

"Brosa is led by an excellent management team with a proven ability to execute and we feel confident in the team and their vision. We are pleased to welcome Brosa into the fold and we are looking forward to supporting them on the next stage of their journey."

Bailador co-founder and managing partner David Kirk said: "The Brosa team has made excellent use of technology to optimise the design, build and delivery of furniture and as a consequence has created a compelling customer experience. We are delighted to join Brosa as they build the leading online furniture and homewares brand in Australia."

Brosa was founded in Melbourne in 2014 by a team of entrepreneurs with collective experience in technology, manufacturing, supply chain, marketing and product design. CEO Ivan Lim established the business from a personal desire to access high quality, unique furniture online at a reasonable price.



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Ivan Lim, CEO of Brosa, said: “Andrea and the team at Bailador made a strong impression on us from the very first meeting and they really sought to understand our digital-first model and use of technology to transform the furniture buying experience. We are delighted that Bailador has joined us in our mission to transform the archaic home and living industry.”

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### **About Bailador Technology Investments (ASX:BTI)**

BTI is an expansion capital fund focused on the information technology sector in Australasia. BTI invests through minority positions in private companies that have a proven business model, established revenue base and excellent growth prospects. BTI works closely with management and founders to support execution and expansion. BTI listed on the ASX in November 2014 (ASX:BTI).

Brosa is the tenth company in Bailador’s portfolio and joins some of Australia and New Zealand’s leading technology companies.

#### **FURTHER INFORMATION**

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**Important Notice:** Bailador Investment Management Pty Ltd A.C.N. 143 060 511 (‘Manager’) has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI nor does it constitute financial product or investment advice nor take into account your investment, objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment of BTI and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.