

23 November 2021

## Investment in Preezie Pty Ltd, Business Update and Portfolio Company Webinar

### Touch Ventures leads investment into preezie

Touch Ventures Limited (**Touch Ventures** or **the Company**) is pleased to announce that it has entered into agreements to make a A\$4.5m investment into Preezie Pty Ltd (**preezie**).

Touch Ventures led the A\$5.5m Series A equity funding round into preezie which was supported by existing and new shareholders. The funding provides preezie with growth capital to accelerate its expansion strategy in Australia and the other overseas eCommerce markets.

preezie is an Australian eCommerce technology company which provides an online guided selling customer engagement platform. preezie enables retail merchants to significantly enhance sales conversion and customer experience by helping customers discover products and offering personalised product recommendations.

Founded in 2016 by co-founders Michael Tutek, Quoc Nguyen and Luke Milkovic, preezie has a team of 20 employees based in Australia and overseas. The company is currently helping over 100 merchants in Australia, New Zealand, North America and UK to bring the in-store individualised shopping experience online.

*"We were impressed by the team at preezie and the platform's ability to add significant value to merchants through their guided sales platform. We believe there is an opportunity to bring the in-store experience to merchant websites and preezie enables that through a simple integration."* said Touch Ventures CEO, Hein Vogel.

More information about preezie is available here: [www.preezie.com](http://www.preezie.com)

### Business Update

With the \$100m capital raising and listing of Touch Ventures completed, the business has increased its focus on deal origination, with a strong pipeline under consideration.

The Company announced the completion of an investment into Till Payments on 5 November 2021, the Company's sixth investment under its core investment strategy. The investment in preezie brings the investment in the Company's core portfolio to seven.

Touch Ventures has several other active discussions underway in relation to core and early-stage opportunities.

Notable updates across the existing portfolio provided below:

Sendle (US\$25.0 million investment)

Sendle positions itself as a 100% carbon neutral digital parcel courier platform business which targets the eCommerce small and medium business (SMB) merchant market segment in Australia and the United States. Sendle is seeking to disrupt traditional courier options with superior shipping rates and customer experience.

Sendle has seen strong volume growth in parcels in Australia as a result of COVID-19 related lockdowns in various states as well as slowdown in parcel delivery times for Australia Post. We are expecting volume growth to continue in the US and Australia over the coming peak season/Christmas period, as Sendle continues its efforts to expand into the US market.

Happay (US\$10.0 million investment)

Happay is a buy-now, pay-later business based in China which allows consumers to pay for purchases in four instalment payments with no upfront fees or interest.

In July 2021, Happay conducted a Series B capital raise of approximately US\$19 million at a post-money valuation of US\$150 million led by a local Chinese investment group (as compared to the US\$50m post money value of our initial investment). Touch Ventures had the right to invest further capital into Happay by October 2021 as part of this raise. Having regard to a range of factors, including the fact that Happay is well capitalised and recent regulatory changes in China, Touch Ventures has decided not to invest further capital at this juncture.

Play Travel (A\$12.2 million investment)

Play Travel is an Australian online platform that sells travel products including holiday packages, accommodation, tours and activities. Using its lay-by payment system, Play Travel allows travellers to book travel products and pay in instalments prior to departure, with no hidden fees or interest charges.

We are encouraged to see that the travel market has now started to recover and that Australian domestic and international travel is opening up earlier than initially expected which is positive for Play Travel. Notwithstanding the impact of COVID-19, we continue to be excited by the medium-term prospects for Play Travel and are encouraged by increased interest in travel and Play's unique payment model.

We intend to continue to support the business with further capital so that Play Travel can capitalise on the recovery in the travel market.

## General

We continue to expand our reach and networks and look for opportunities both locally and offshore which complement our investment strategy.

With that in mind, Touch Ventures has made a \$2m investment in funds managed by US based Sugar Capital with a view to strengthen our US networks, to give us greater visibility

and connectivity into US based opportunities and also to enable us to better introduce Australian based companies to the US market.

Afterpay introduced Sugar Capital to Touch Ventures in 2020 with a view to facilitate discussions on investment opportunities for the benefit of Touch Ventures. As part of the investment, Touch Ventures will have the ability to co-invest into transaction opportunities from Sugar Capital. They will also provide added connectivity for Touch Ventures' portfolio companies who have ambitions to enter the US market.

Touch Ventures has also entered into agreements to make a \$2m investment in Skalata Ventures (\$1m into funds managed by Skalata Ventures and \$1m into the management entity), completion of which remains subject to a number of conditions. Through this investment, Touch Ventures may access opportunities that have had the benefit of going through Skalata's seed investment program.

About Sugar Capital:

Sugar Capital is a venture capital firm based in San Francisco, USA. Sugar Capital primarily invests in seed-stage companies with a focus on e-commerce and consumer businesses. For more information, see: <https://sugarcap.com/>

About Skalata Ventures:

Skalata Ventures is a seed investment program based in Melbourne, Australia. Skalata invests in and supports early-stage companies through its seed investment program. For more information, see: <https://www.skalata.co/>

## Portfolio Company Webinar

The Company will be hosting a Portfolio Company webinar at 10.00am AEDT on 30 November 2021 with Till Payments, preezie, Sendle and Postpay who will be providing a business overview to interested investors.

You can register your interest to participate in the webinar by signing up here: [https://www.touchventures.com/webinar\\_Nov\\_2021](https://www.touchventures.com/webinar_Nov_2021)

This announcement has been authorised for release to the ASX by the Touch Ventures' Board of Directors.

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### About

Touch Ventures Limited (**Touch Ventures**) is an investment holding company focused on high growth, scalable investment opportunities in Australia and internationally, including those who may benefit from Afterpay's ecosystem.

We are an internally managed company, with broad flexibility as to how we deploy capital in seeking to achieve its objectives.

### Further Information

For further information, please visit our investor website <https://investors.touchventures.com> or contact Investor Relations at [investors@touchventures.com](mailto:investors@touchventures.com)

### Important Notice

Touch Ventures Limited ACN 612 559 958 (ASX: TVL) has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only. It does not constitute an offer, invitation, solicitation or recommendation regarding the purchase or sale of any securities in TVL, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, or financial situation or needs. Any investor must not act based on any matter contained in this announcement in making an investment decision but must make its own assessment of TVL and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.

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