

Sydney, Australia – Bailador Technology Investments (ASX: BTI) announces a \$3.25m follow-on investment in Stackla Pty Ltd, a leading content marketing platform that puts authentic user-generated-content (“UGC”) at the heart of brand communications. BTI led a \$4.0m round alongside existing investors and a new incoming investor, a successful entrepreneur and angel investor from the Valley.

Stackla has continued to perform strongly with recent customer wins from exciting global brands – BMW, Disney, Subaru and Expedia. The company expects to deliver year-on-year growth in annual recurring revenue (“ARR”) of +45%, for CY16. Approximately 60% of its revenue is generated outside Australia.

In Q2 FY17, the company released a number of innovative new product features: [Stackla Insights](#), [personalisation](#) capabilities and [Machine Learning](#). As marketers deal with the overwhelming task of finding and curating customer-generated content at enterprise scale, the platform’s latest machine learning and predictive intelligence capabilities ensure that optimal publishing decisions are made in real-time. Workflow automation tools save marketing teams time and money.

Stackla now leverages the customer data existing in targeting technologies (Customer Relationship Management – CRM, Content Management Systems – CMS, ad-tech) to create the right experience, for the right customer, at the right time – truly delivering on the promise of personalisation.

Andrea Kowalski, Investment Director at BTI, commented, “sector activity and increasing customer demand over the past six months has further validated UGC’s critical role in the core marketing stack. Stackla’s success in competitive tenders and deepening integrations reinforces its technical superiority. We’re delighted to support such an excellent executive team through the company’s next phase of growth.”

The \$4.0m of funding will be used to further develop strategic partnerships in the broader marketing landscape.

Pete Cassidy, Co-Founder of Stackla, comments, “We’re thrilled to have the continued support of the Bailador team. Their investment in Stackla’s success goes beyond dollars. From day one they have provided us with strategic direction and hands on experience critical to scaling a global SaaS business”.

Structure of Bailador’s Investment in Stackla

Investment Amount: \$3.25M
Nature of Instruments Acquired: Convertible Preference Shares

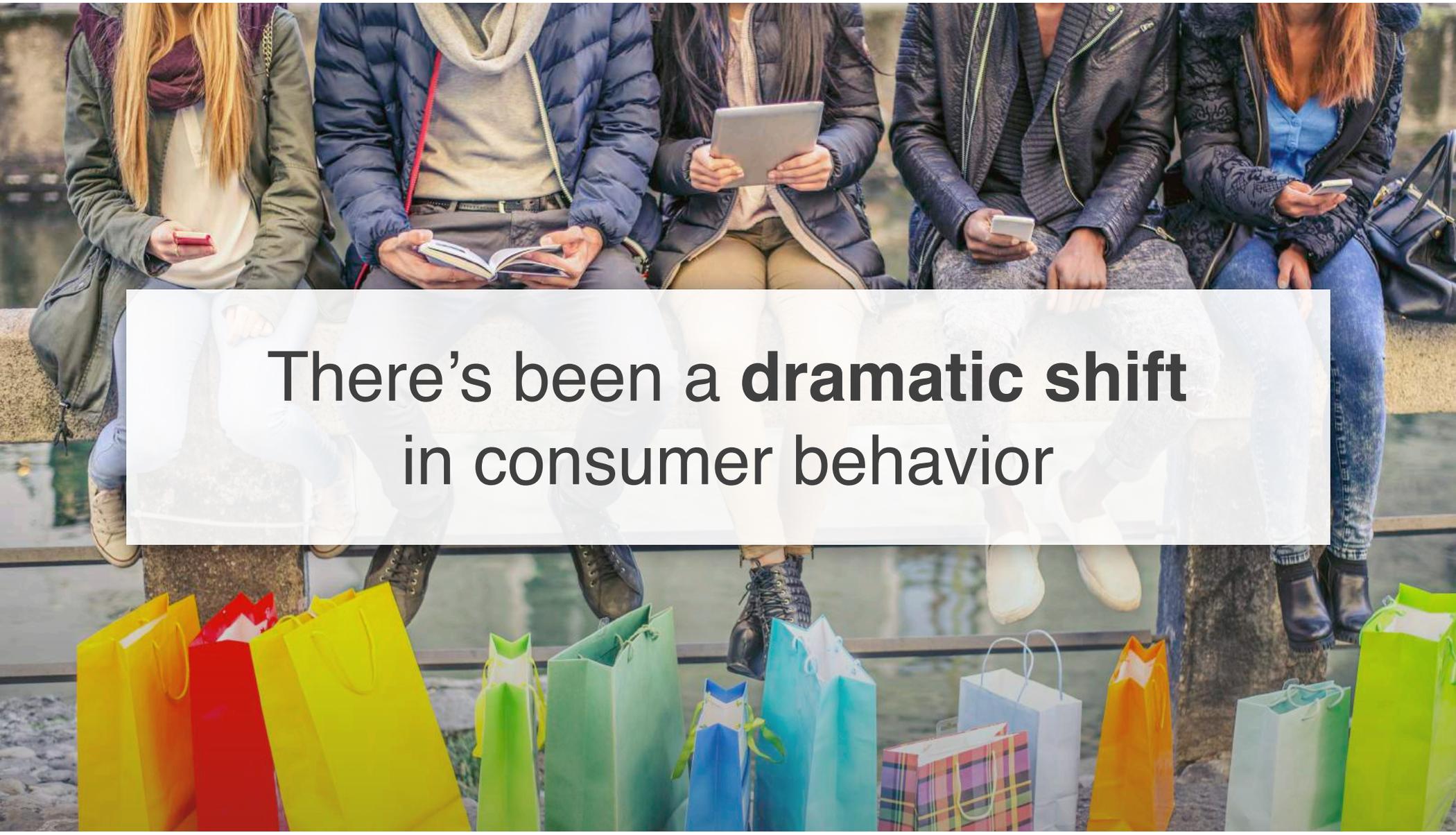
Paul Wilson and Andrea Kowalski will continue to represent Bailador on the board of directors, which also includes Damien Mahoney (CEO and Co-Founder), Peter Cassidy (CPO and Co-Founder), Duncan Greatwood (Non-Executive Director), Paul Naphthali (R&mpersand), and Tony Faure (Chair).

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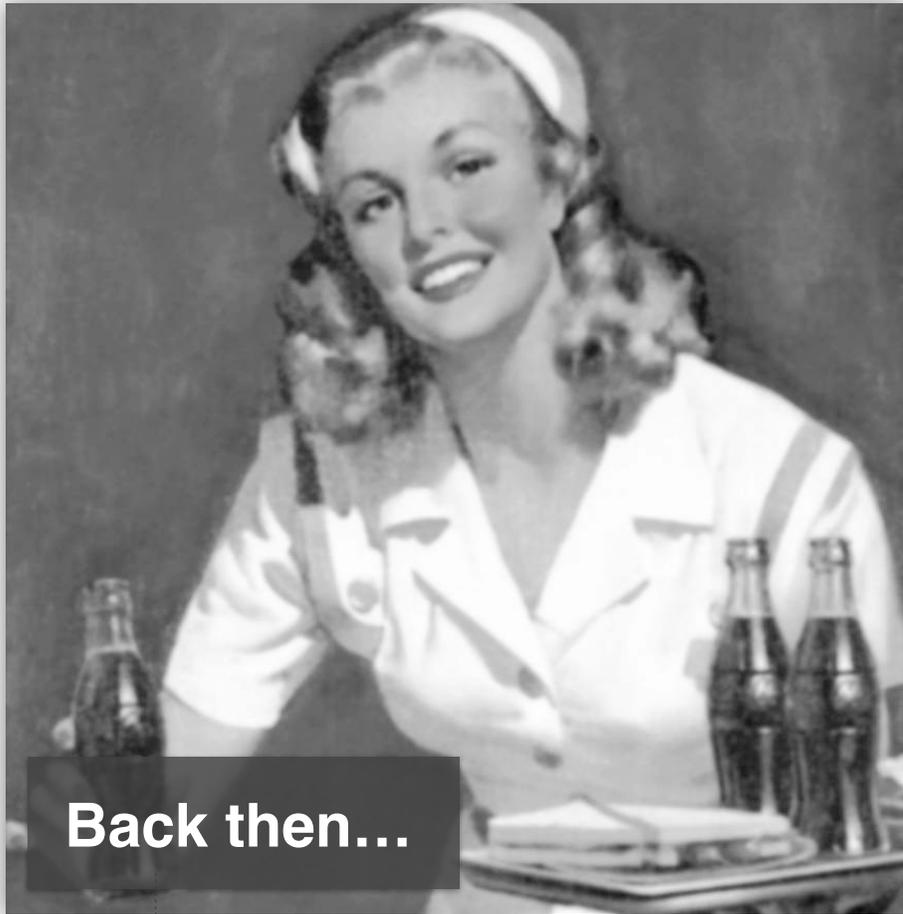


Stackla

Real people. Real Content.

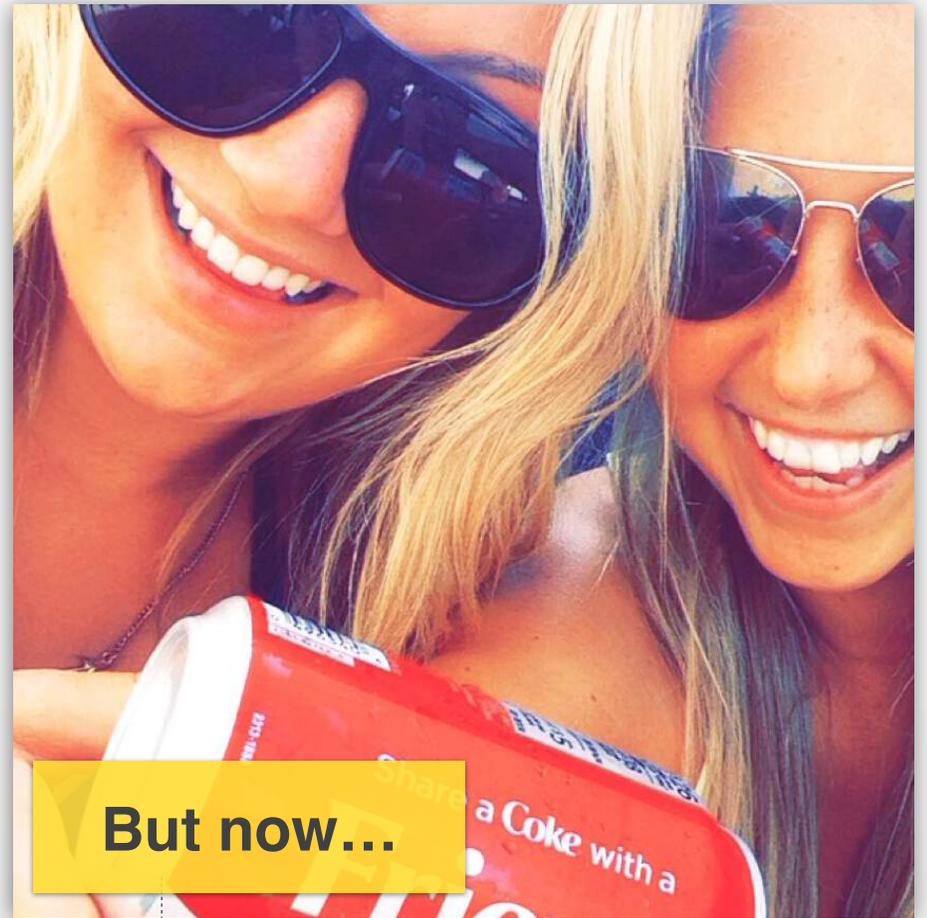


There's been a **dramatic shift**
in consumer behavior



Back then...

Brands created content for consumers



But now...

Consumers create content for brands

Brand-centric messages are being ignored

Brands are spending more...

3^x

year-over-year increase in
brand created content

for less return

5%

of all brand created
content gets noticed

*Beckon Research: Marketing Truth or Marketing Hype, 2016

Consumer-centric messages ignite passion + inspire action

Strengthen consumer trust...



of consumers trust earned media
more than owned media

and drive sales



of purchase decisions
are peer influenced

*Nielsen: Global Consumer Trust Index, 2014, Forbes: Are Brands Wielding More Influence In Social Media Than We Thought?, 2012

People are sharing more
than ever before

blood
orange

@liveleveledup

@summer_b

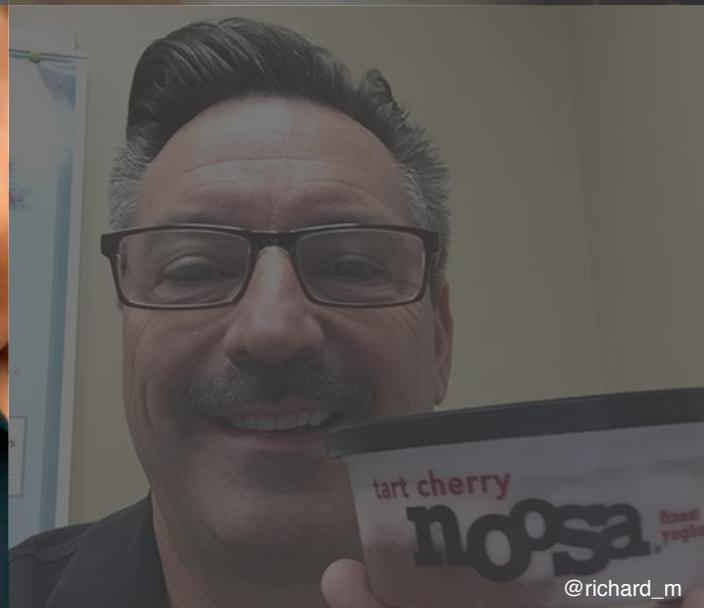
@rachel_a_ao



@emily_m



@dimarleo



@richard_m

and **people trust people** more
than they trust brands





Virgin HOLIDAYS



Noosa
Smooth
Yoghurt



BALLY

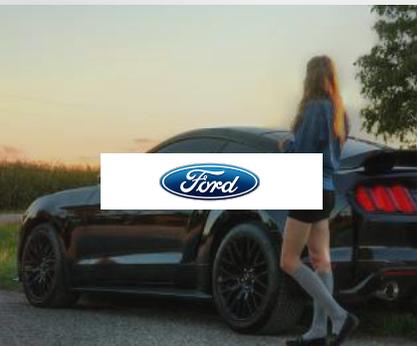


jamieoliver

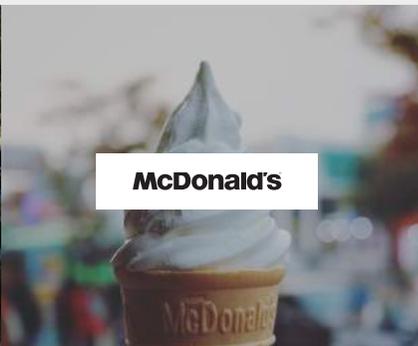


Disney

We put **customer stories** at the heart of brand marketing



Ford



McDonald's



helloworld

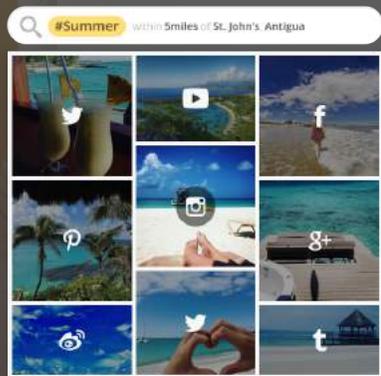


BELSTAFF

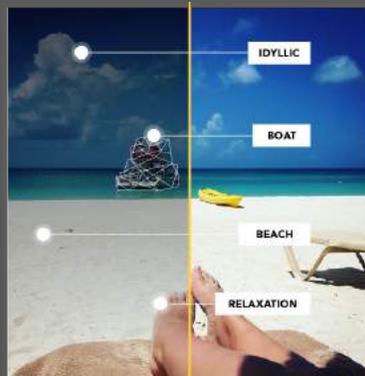


ALEXANDER WANG

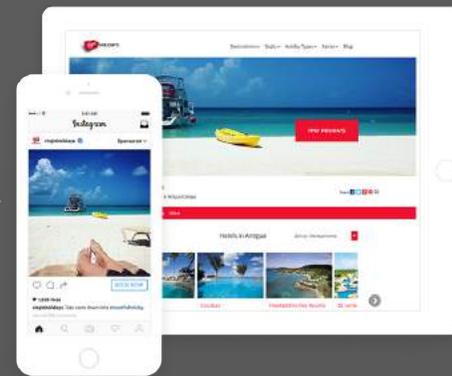
Word of mouth marketing for the digital age



discover



curate



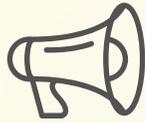
engage



analyze



Engage with customers anywhere they go



Engaging
Websites



Impactful
Advertising



Better
Emails



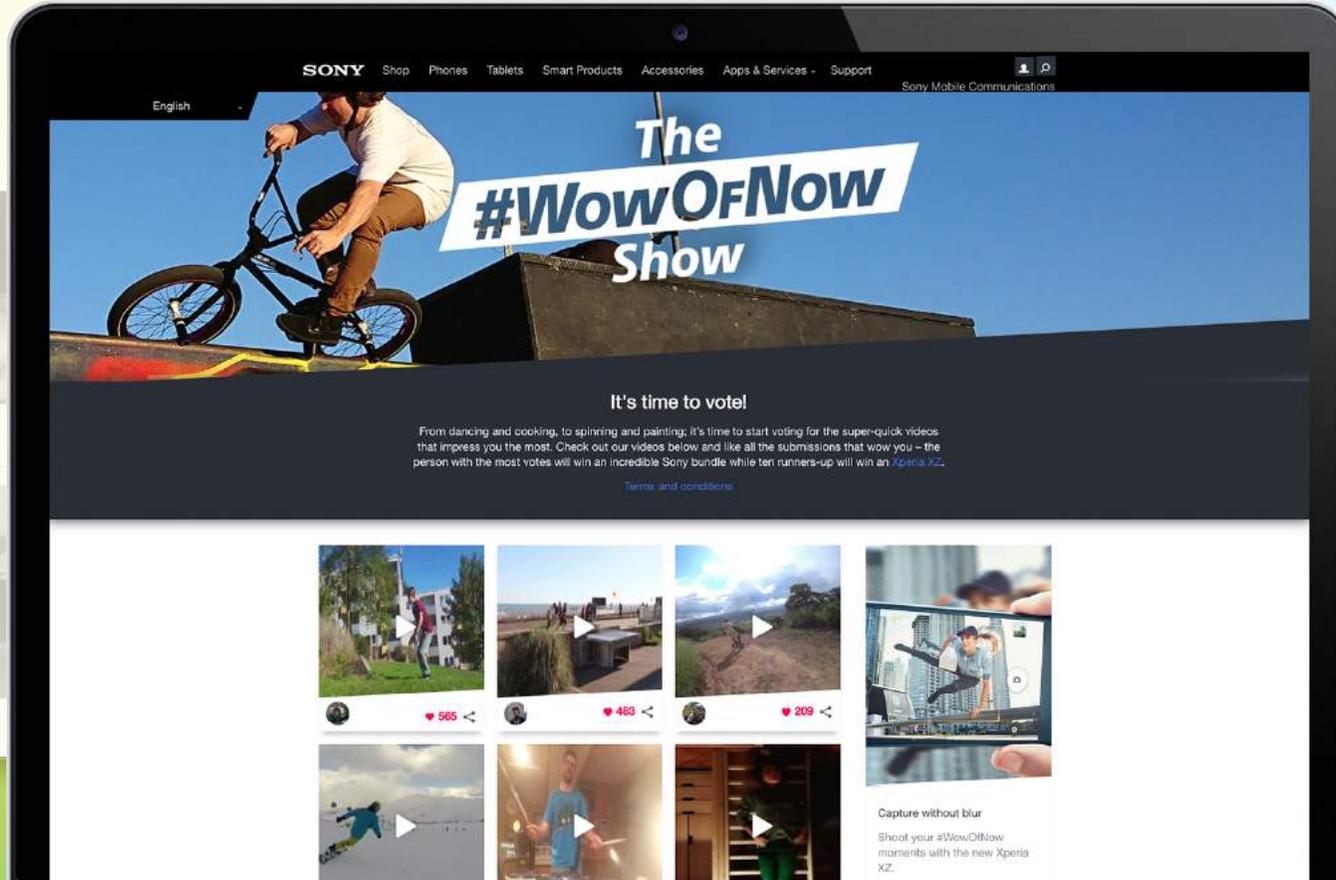
Increased
Conversions



Live
Experiences

Client: **SONY**

Engaging Websites



Client:  TOYOTA

Impactful Advertising

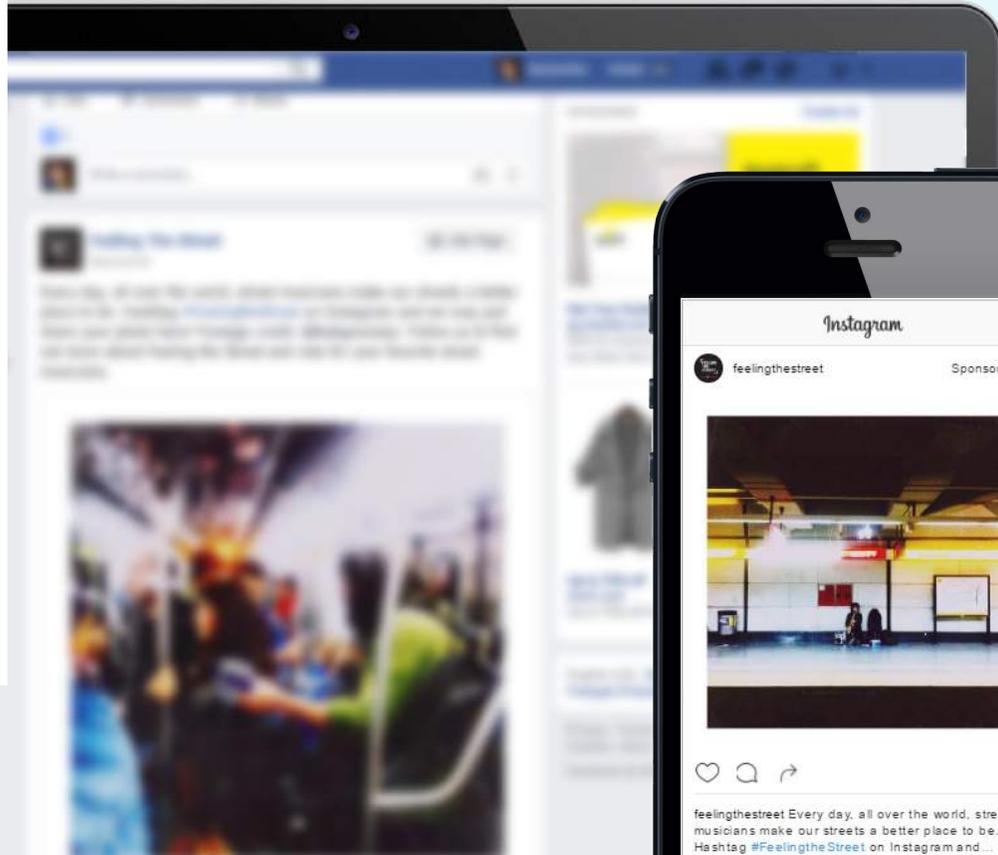


Feeling The Street Sponsored Like Page

Every day, all over the world, street musicians make our streets a better place to be. Hashtag #FeelingtheStreet on Instagram and we may just share your photo here! Footage credit: @tbakgonzalez. Follow us to find out more about Feeling the Street and vote for your favorite street musicians.

17 Likes

35 Reactions



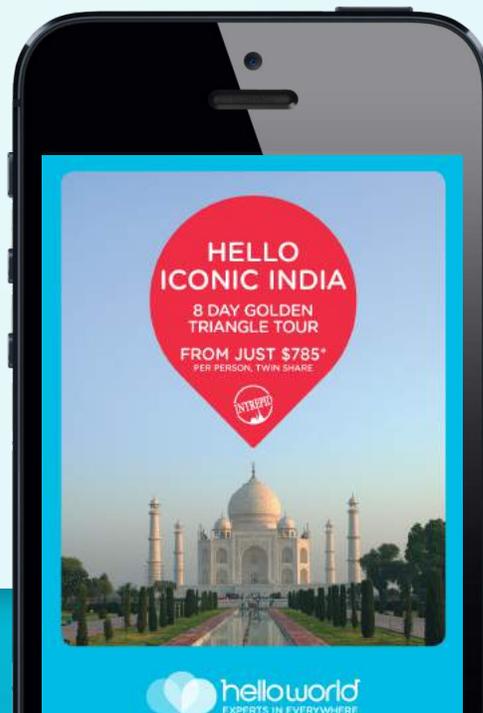
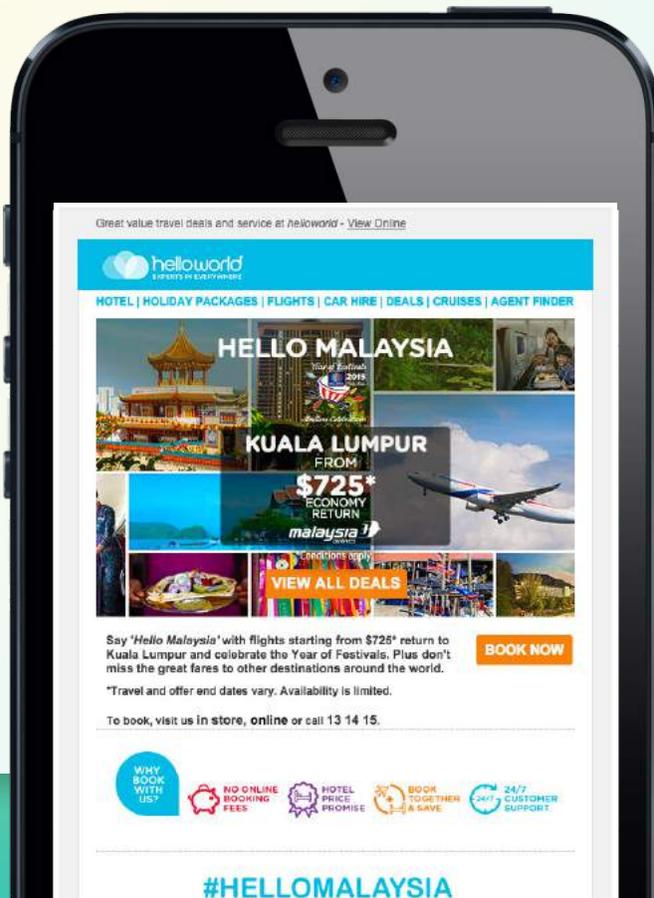
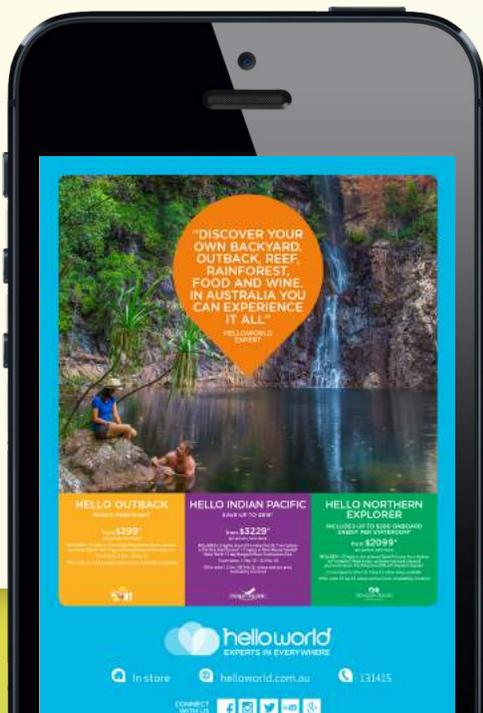
Instagram

feelingthestreet Sponsored

feelingthestreet Every day, all over the world, street musicians make our streets a better place to be. Hashtag #FeelingtheStreet on Instagram and...

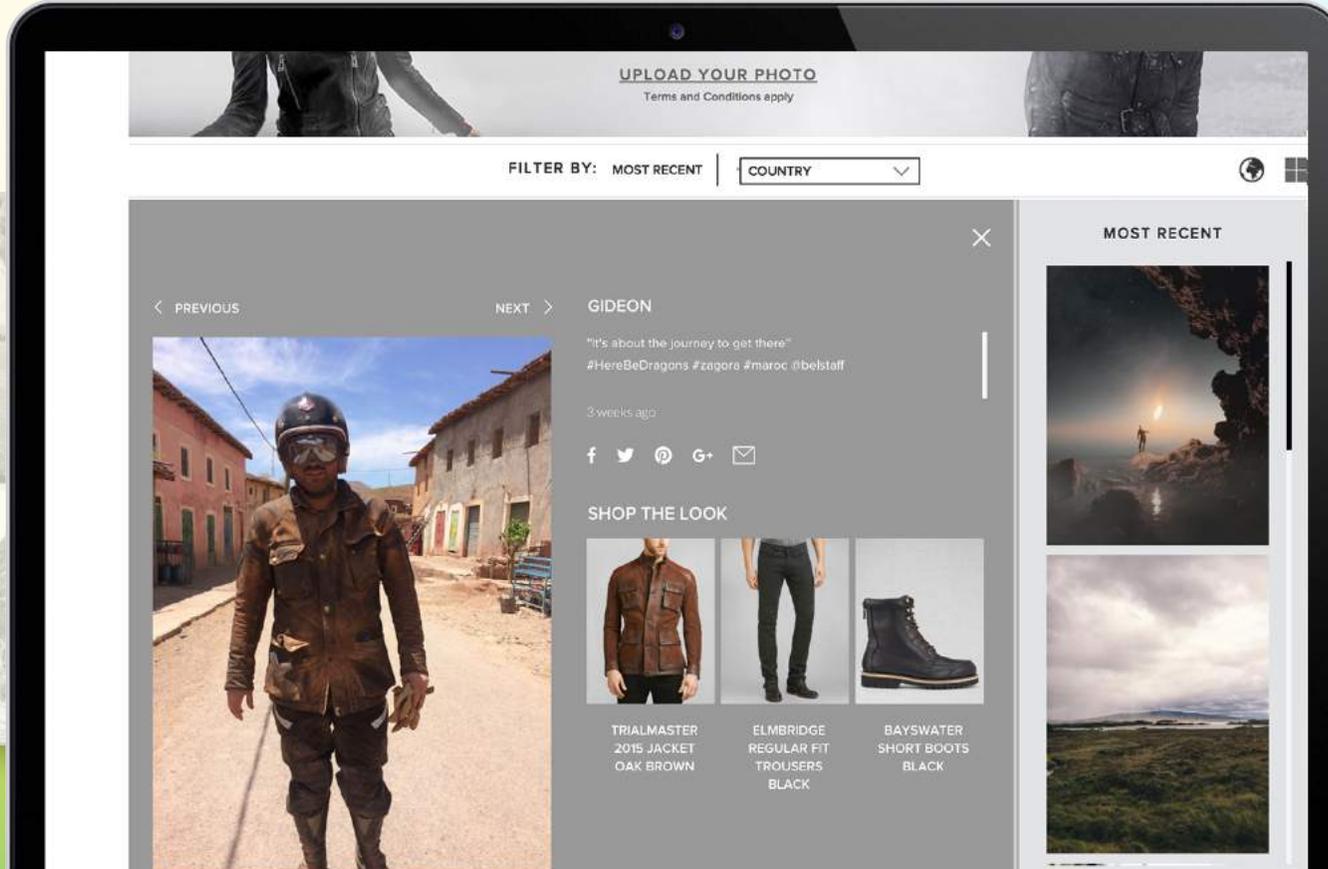
Client:  helloworld

Better Emails



Client: **BELSTAFF**

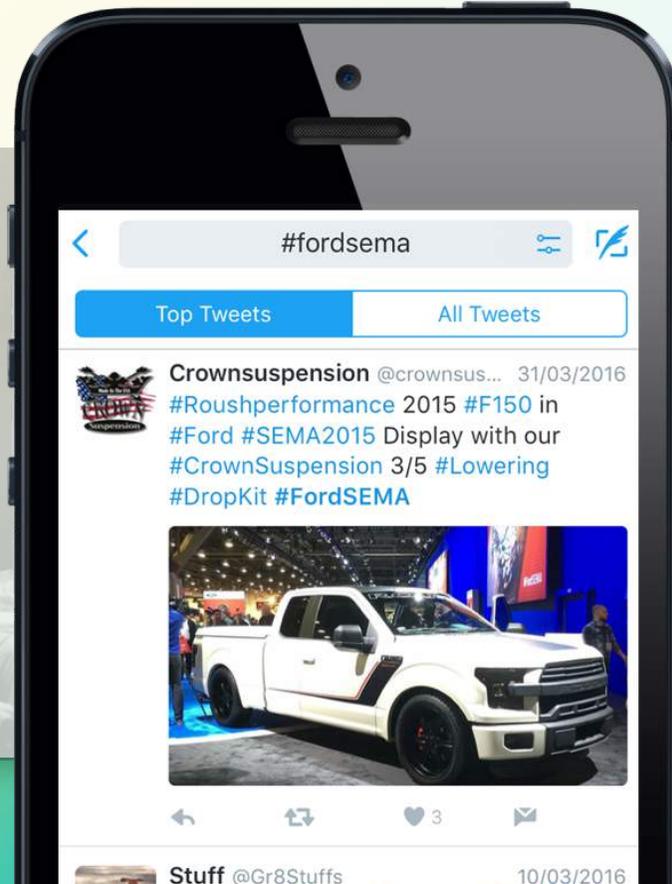
Increased Conversions



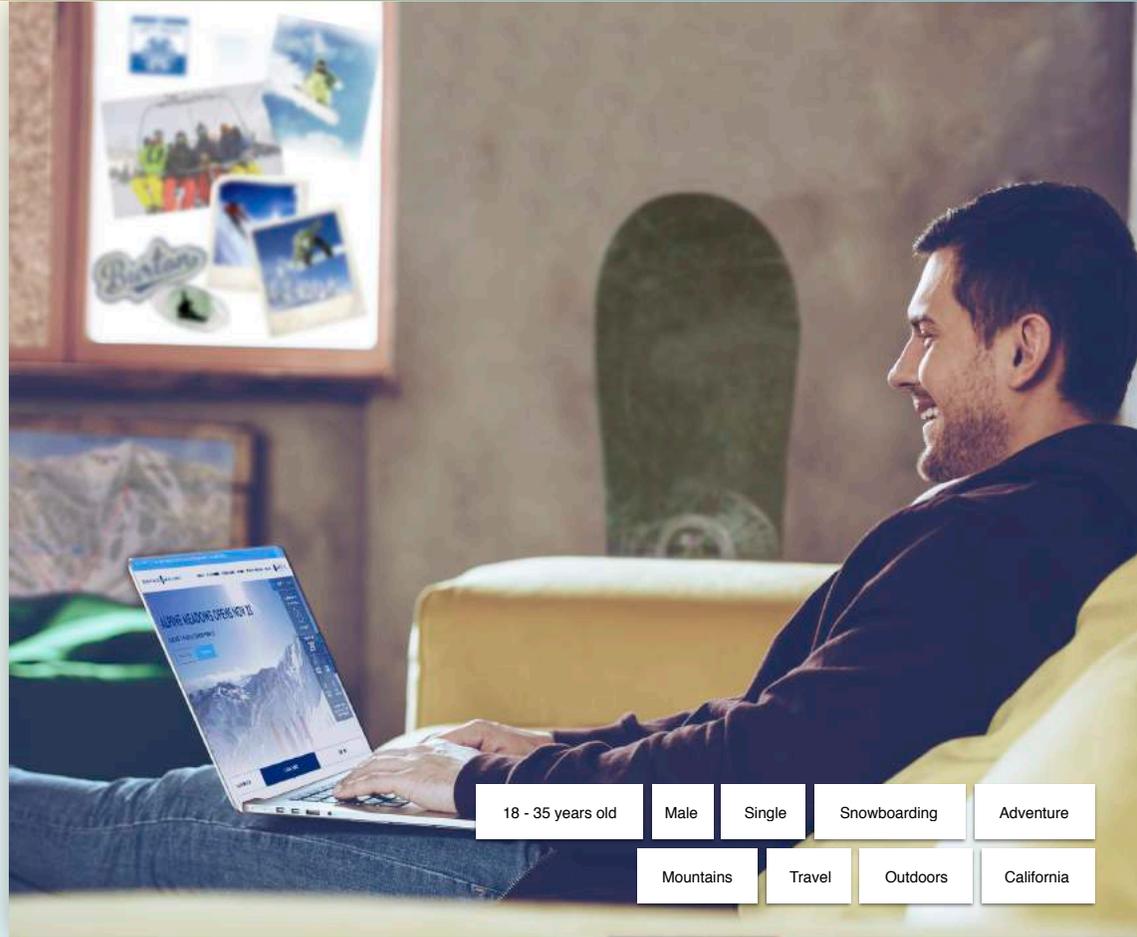
Client:



Live Experiences



Right person,
right message,
right channel



- | | | | | |
|-------------------|-----------|--------|--------------|------------|
| 18 - 35 years old | Male | Single | Snowboarding | Adventure |
| | Mountains | Travel | Outdoors | California |



Curation beats creation

TOPSHOP

11:1

ROI during London Fashion Week

Topshop #LIVETRENDS campaign



“We have some really **remote locations** which are expensive to set up photo shoots for. UGC provides us with **dynamic content** on site for these locations.”

Market Team, Visit Scotland

15^x

Clickthrough improvement

In Visit Victoria ad campaigns



40%

Lower cost per engagement

40% lower cost per engagement for Facebook ad campaigns using Stackla's Brand Networks plugin





Trusted by 450+ leading brands

- | | | | | | |
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contiki

“Stackla makes it easy for us to dynamically serve the most relevant, interesting UGC for each user who comes to our site.

UGC and personalization are both powerful tools on their own, but using them together takes their effectiveness to another level.”

Alexis Sitaropoulos

Vice President Marketing, Contiki



Wanted
S H O E S

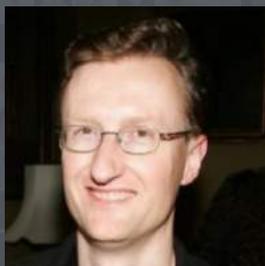
“Stackla puts us ahead of the trend. The audience, our customers, can share content and enjoy a shortened path to purchase. Our customers trust their peers, and this is proven by the results we’re getting with Stackla, driving social sharing as well as purchase.”

Jennifer Christodoulou

Marketing Manager, Wanted Shoes

People & Culture - Recent Additions

Continued focus on adding A-grade individuals to the executive team



BOARD DIRECTOR
Duncan Greatwood

- Sold Topsy to Apple
- 2.5 yrs with Apple Search
- Sold PostPath to Cisco



COO
Seann Birkelund

- 10 yrs CFO & BD
- 5 yrs VC
- 3 yrs Management Consultant
- Berkeley B-School



VP BD & PARTNERSHIPS
Todd Revolt

- +12 yrs BD
- 7 yrs Account Management
- Zendesk, Atlassian



VP MARKETING
Corey Ganzman

- +7 yrs Marketing
- VentureBeat, Hearsay Social, Responsys



HEAD of SALES, US
Chris Wheeler

- +10 years Sales
- Stitch Labs, MarCom Central, Eventbrite



Global VP of Sales
TBC

- Two very solid candidates in final rounds of interviews
- To start in Jan-17

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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