

Use of funds

Capital raising (\$'million)

Cash proceeds from the issue of new shares	6.0		7.3		23.7	
Uses of Funds						
Payments for the cost of the offer	(1.3)	22%	(1.5)	20%	(2.0)	8%
Sell down by Existing Shareholders					(5.7)	24%
Sales & Marketing (excluding staff costs)	(1.2)	20%	(1.5)	20%	(5.0)	21%
Product Development (excluding staff costs)	(0.5)	8%	(0.5)	7%	(0.5)	2%
Exploration of global opportunities					(0.5)	2%
Platform Development	(2.1)	35%	(2.8)	38%	(2.8)	12%
To provide further working capital for the business	(0.9)	15%	(1.1)	15%	(7.2)	30%
Total use of funds	(6.0)		(7.3)		(23.7)	

The proceeds will be used to:

- provide further capital for the business to fund further growth of the DomaCom Fund and significantly increase its funds under management, which it in turn generates revenue for DomaCom in the form of management fees;
- allow DomaCom the ability to increase its sales and marketing efforts into both the intermediary and direct consumer channels for its products;
- support the launch and development of the DomaCom Equity Release and Corporate Bond products;
- continuing to develop and enhance the Platform functionality and provide tools that assist intermediaries to provide efficient, transparent and cost effective services to their clients;
- to improve the financial strength of the DomaCom Group, in turn increasing the confidence of intermediaries in DomaCom's products and longevity;
- provide a liquid market for the DomaCom shares and allow new shareholders to invest in DomaCom; and
- assist in retaining and attracting employees to the company through the ability to provide shares to them in a publicly listed company.