



iTech Capital together with Skolkovo Ventures acquired a stake at Roistat, Russia's major multichannel business analytics service.

Roistat is a cutting-edge end-to-end business analytics system aimed at auditing and optimizing all the company's marketing expenses.

Moscow, February 4, 2019 - iTech Fund II, LP investment fund managed by iTech Capital together with Skolkovo Digital Information Technology Fund managed by Skolkovo Ventures and launched together with RVC capital, acquired a stake at Roistat. The total investment amounted to USD 4 million. The funds raised from the deal will be used to strengthen the positions on the Russian market, as well as to expand internationally.

"Over the past few years, we've built a successful business model on the Russian market and continue to grow rapidly. But our goal is to improve marketing efficiency in companies all around the world," says German Gavrilov, the co-founder of Roistat.

"We are currently at a stage when we feel the power and understand how to enter the international market. With our own funds, this would take too long, so we started considering cooperation with various funds. Among all other funds, iTech Capital seemed the most professional and competent for further development of the company. iTech team shares our vision and pursuit of international expansion," Gavrilov says. "We plan to invest some of the money into the development of new product features that will take our customers' businesses to a whole new level. These products include predictive analytics, automation of decision-making in business, speech recognition in calls, data analysis based on macro indicators and many more."

"Roistat is well positioned for further development on the Russian and international markets," says Gleb Davidyuk, Managing Partner, iTech Capital. "The team built a unique and technically strong end-to-end analytics system that is in high demand, as evidenced by the current Roistat numbers. We believe that the company will grow significantly, so we decided to invest in this business."

"Our deal with Roistat is in line with the Skolkovo Digital investment strategy: we invest in fast-growing companies with the potential to become the undisputed leaders in their segments in Russia and even claim leading positions on the global market," says Vasily Belov, CEO, Skolkovo Ventures.

"This is an important deal for the fund and an excellent example of the interaction between a government-funded organization and an independent market player, investing in projects with both a significant potential on the Russian market and with ambitions for international expansion," says Alexey Basov, Deputy General Director and Investment Director of RVC.

Additional information:

Roistat is a modern end-to-end business analytics system for auditing and optimizing all of the company's marketing expenses. The service collects data from CRM systems, advertising sites, the client's website, analyzes data and generates reports on key business indicators. The ability to integrate the platform with all the marketing systems allows to accurately analyze the profitability and the financial results of each of the marketing channels. The company was founded in 2014 by German Gavrilov and Evgeny Udodov. Roistat is currently

the leader on the Russian market of multichannel business analytics services, with over five thousand small and medium-sized businesses already using the platform.

<https://roistat.com/>

iTech Capital is the managing company behind a group of private equity funds with over USD 300 million of total assets under management. The five funds managed by iTech Capital include iTech Fund I, LP, iTech Fund II, LP, Prostor Capital, Skolkovo Digital, and Global Sports Opportunities Fund all investing in fast-growing technology businesses. Among the fund's portfolio companies are such international names as Bitfury, TradingView, Aviasales, and over ten major Internet holdings. Key investment segments include AdTech, MarTech, Big Data, SaaS, FinTech, and E-Sports.

www.itcap.vc

Skolkovo Ventures, part of one of the biggest technopark in Europe, is the investment platform for capital raising for startups & M&A consulting, venture capital funds management, developing and launching new financial products for fast-growing technological companies. Skolkovo Ventures was established by the Skolkovo Foundation in 2017. The company manages three venture capital funds created together with RVC JSC. The funds invest in IT, Industry 4.0 and agrotechnology.

<https://sk-venture.com/>

RVC is a state fund of funds, a development institution on the Russian venture capital market. The mission of the company is to create a mature venture capital market and acting as the Project Office of the National Technology Initiative (NTI). RVC's authorized capital totals over 30 billion rubles (USD 455 million). All of the RVC capital is owned by the Russian Federation and represented by the Federal Agency for State Property Management of the Russian Federation (Rosimushchestvo). RVC launched a total of 25 funds with their total size amounting to 42.6 billion rubles (USD 649 million). The share of RVC is 25.2 billion rubles (USD 384 million). The number of RVC portfolio companies is 217. The total amount of funds approved for investment is 18.1 billion rubles (USD 275 million).

<https://www.rvc.ru/en/about/>