



## PRESS RELEASE

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Huq Industries, the leading geo-behavioural consumer research platform, today announces £1.4M in new funding led by 24Haymarket. Huq's real-world consumer research datasets and cloud-based market analysis tools help customers across media, finance, real-estate and retail make informed and effective business decisions. This investment will be used by Huq Industries to support the acquisition of research data for use both in existing markets, and meet to demand for its products internationally.

**Conrad Poulson**, CEO of Huq Industries, said "This investment enables Huq to accelerate the commercialisation of our platform across our key verticals and geographies. 24Haymarket together with our existing shareholders provide us with both the funds and the network to support Huq through a very exciting phase of its growth."

**Alex Warren** of 24Haymarket commented "In 2018, Huq commercially validated its unique geo-behavioural data with major players in the out-of-home sector. This capital raise will allow Huq to grow its proprietary international data, capitalise on the global out-of-home opportunity, and expand into other large target markets like finance and property. A Chief Commercial Officer has been recruited and the board strengthened to support this growth. Huq is uniquely positioned to capitalise on the growing appreciation of the value of such data amongst a broad and diverse enterprise customer base."

### About Huq Industries

Huq Industries was founded in 2014 by Conrad and Isambard Poulson together with Alexander Fairfax to accurately measure and predict offline consumer trends. Over 90% of retail spend still takes place in the real world. Measuring this behaviour reliably and at scale leads to sought-after insight, but is hard to achieve using conventional methods.

Huq Industries partners with mobile app publishers to collect first-party geo-spatial data from across the globe. This data is then abstracted to identify real-world consumer insight and trends. Huq's customers and partners include professional investors, leading market research and media agencies alongside some of the world's largest real-estate owners.

### About 24Haymarket

24Haymarket is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket's Investor Network includes several highly-experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. We invest our own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth

agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.

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