



PRESS RELEASE

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Fundrella Secures Significant Funding from VEQ to Accelerate Expansion

Fundrella AB is thrilled to announce a successful capital raise from VEQ, a venture capital firm backed by, among others, the reputable growth investor Alfvén & Didrikson. The injection of funds will play a pivotal role in accelerating Fundrella's growth.

Transforming the landscape of asset management, Fundrella has emerged as a pioneering matchmaker, enabling professional investors to seamlessly identify funds that align with their ESG (Environmental, Social, and Governance) criteria. This forward-thinking approach disrupts the antiquated asset management industry, by replacing a manual and time consuming process with a cutting-edge solution.

The recent funding round of 7 million SEK, led by VEQ, reflects the market's recognition of Fundrella's innovative SaaS platform. The additional capital will be used to accelerate Fundrella's global expansion, enhance functionalities and expand the company's team.

"We are very excited to announce this significant milestone for Fundrella", said Wava Bodin, Founder and CEO of Fundrella AB. "This investment is a testament to the potential of our platform and our vision to completely disrupt the way new connections are made between professional investors and asset managers. With this new capital, we will be able to rapidly scale our team, enhance our technology, and expand our user base, bringing us one step closer to redefining how funds are selected."

VEQ, who invest in innovative tech companies that have a positive ESG impact, expressed their confidence in Fundrella's value proposition. "We are pleased to partner with Fundrella on their growth journey," commented Maria Bergsten, Partner at VEQ. "Fundrella's platform empowers both asset managers and institutional investors, by helping them make informed decisions regarding ESG factors. We are excited to join forces with the Fundrella team and support their further international expansion."

The platform's user-friendly interface offers a comprehensive database of funds, allowing investors to fine-tune their preferences and effortlessly discover opportunities that reflect their requirements. This disruptive approach also empowers investors to play a more active role in communicating their ESG preferences and shaping their investment strategies.

"Our platform's ability to match investors with ESG-aligned funds not only accelerates sustainable investment decisions and makes the market more efficient, but also addresses the growing need for more transparency and helping asset managers understand what the

ESG requirements amongst professional investors *actually* are”, remarked Wava Bodin, “and what they can do to better adhere to them.”

Fundrella's commitment to reshaping the asset management industry has gathered significant traction. The platform is already used by professional investors representing EUR 580 billion in investable assets and leading asset managers, including ten of the top twenty asset managers globally*. With this momentum, the company aims to be a driving force in the evolution of sustainable investing.

For media inquiries, please contact Wava Bodin, Founder & CEO,
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About Fundrella: Fundrella is a pioneering matchmaker in asset management, allowing professional investors to discover funds that align with their ESG (Environmental, Social, and Governance) criteria. This disrupts the conventional approach to fund selection in the asset management industry, replacing manual processes with an innovative solution. For more information, visit www.fundrella.com

About VEQ: VEQ is a pre seed and seed investment company backed by, among others, the reputable growth investor Alfvén & Didrikson, and are known for investing in innovative tech companies that have a positive ESG impact. For more information, visit www.veq.vc

*Source: IPE Top 500 Asset Managers 2018 <https://www.ipe.com/reports/top-500-asset-managers>