

— ROADTODATA —

Development capital funding for Roadtodata AG, a Swiss-based vehicle specification and pricing data business



LCF ROTHSCHILD
GROUP

LCF Edmond de Rothschild Securities Limited advised Roadtodata AG on the fund raising



LCF Edmond de Rothschild has advised Roadtodata on the fund raising required to finance its geographic expansion in its target European market.

LCF Rothschild played a central role in the fund raising, which included assisting Roadtodata's management in identifying potential trade and financial investors, presenting the investment case, and assessing the offers of finance.

Roadtodata has been financed from funds managed by Quellen AG Asset Management . Quellen AG is a Swiss-based financial investor with previous experience of the automotive data market.

Roadtodata was founded in 2004 to provide vehicle specification and pricing data services to automotive manufacturers and suppliers.

Specification and pricing data is "mission critical" to OEMs, enabling them to design and manufacture models that are

price competitive, have a level of equipment appropriate to each local market and maintain their residual values. This data is also used extensively by importers, leasing companies, dealer groups and, increasingly, online consumer businesses.

Roadtodata operates in an attractive market currently dominated by a single, major competitor. Manufacturers have, for some time, been seeking alternative suppliers that can provide more innovative data services in this area.

Roadtodata's products and services address this opportunity by drawing on management's database expertise and detailed automotive product knowledge. They also benefit from being built on a completely new platform to a design that has been refined by extensive consultation with manufacturer users. Management believe that the ability to supply and consolidate data on a single platform will be a key competitive advantage.

Over the medium to long term Roadtodata believes that there will be further significant outsourcing opportunities within OEM's sales and marketing functions.

