

Ezoic Secures \$5.6 Million Series A Investment

Funding Signals a Strong Opportunity for Automated Layout Testing to Independent Web Publishers

San Diego, CA, November 13, 2013 – Ezoic, a company that offers publishers an automatic way to improve site layout and advertising revenue, announced it has closed a \$5.6 million Series A funding round led by venture firm Balderton Capital alongside New Amsterdam Capital and private investors.

Ezoic's technology enhances overall user experience and improves advertising revenue for informational websites across desktop, mobile and tablet. The platform achieves this through an automated process known as "multivariate testing", which continuously tests different layouts of the same content.

Well positioned in the rapidly growing landscape of multivariate and A/B testing, Ezoic is spearheading a new opportunity to bring automated site layout testing and improvement to the untapped market of independent, informational publishers.

Ezoic's software is currently in private BETA and has been successfully tested on more than 450 standalone websites. This funding round will allow the company to accelerate its software development and achieve its ambition to be the first to market in Q1 2014.

Commenting on Ezoic's funding, CCO John Cole said, "Improving site layout has a dramatic and positive effect on how the average user browses a site. Independent website owners currently struggle to compete with larger digital publishers who are better resourced to create and test a large number of layouts for all devices. Ezoic aims to level the playing field by offering a fully automated platform for digital publishers who want to improve user experience and ad income."

Mark Evans, Partner at Balderton Capital, commented, "Balderton backs entrepreneurs who build technologies that transform and disrupt markets. Ezoic's automated platform lets website owners focus on what they do best – creating content - while Ezoic takes care of the technical details, growing ad revenues and improving user experience. Digital advertising spend is growing 18% year-on-year worldwide and it's time that smaller publishers claimed their share of that market. We've invested in Ezoic because it's a revolutionary business run by an exceptional team operating in a space with huge global potential."

John Seal, Managing Partner at New Amsterdam Capital said, "Ezoic's service has proven an ability to increase informational publisher advertising revenues by two to three times, is years ahead of any competition, and represents one of the most attractive investments we have in our portfolio."

About Ezoic

Founded in 2010 by CEO Dwayne Lafleur, Ezoic is a multivariate testing platform that automatically improves a site's layout based on users' actions on mobile, tablet and desktop. Ezoic offers informational publishers a must-have tool that makes scientific testing effortless. Headquartered in San Diego with an office in Newcastle, U.K., Ezoic is currently testing and improving content layout for hundreds of informational publisher sites that reach tens of millions of visitors per month. For further information, visit

www.ezoic.com. Follow us at twitter.com/ezoic like us at facebook.com/ezoic and connect with us at www.linkedin.com/company/ezoic-inc-

About Balderton Capital (@Balderton / www.balderton.com)

Balderton Capital is one of the largest venture capital firms in Europe, committed to finding and helping talented entrepreneurs build great companies. Based in London, the firm manages \$1.9 billion in venture capital. Since 2000, Balderton has invested in over 100 companies, principally in numerous European countries. Notable past investments include YOOX Group (the online retailer of leading fashion brands, listed in December 2009), LOVEFiLM (the home entertainment subscription service sold to Amazon in January 2011), Betfair (the online betting exchange floated in London in October 2010), and MySQL (sold to Sun Microsystems in January 2008). Current investments include Globoforce, ScytI, Openet, Talend, The Hut Group, Kobalt, Wooga, Natural Motion, Worldstores and MBA Polymers.

About New Amsterdam Capital

New Amsterdam Capital Management LLP is a London-based investment firm with an institutional asset management business active in the European high yield credit markets and a diversified corporate finance business with particular expertise in the technology, media and telecoms (TMT) sector and in real estate. New Amsterdam Capital Management LLP is authorized and regulated by the Financial Conduct Authority.