



QUANTIFIND

8 Homewood Place, Suite 100 · Menlo Park, CA 94025

quantifind.com · 650 561 4937

Quantifind Secures \$30 Million Funding Round

Financing Will Enable the On-Demand Insights Platform Provider to Expand into New Markets and Grow Talent

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MENLO PARK, Calif.– (BUSINESS WIRE) –Quantifind, on-demand insights platform for brands, today announced that it has closed a \$30 million funding round led by global investment firm Cathay Innovation. Previous investors Redpoint Ventures, U.S. Venture Partners, Comcast Ventures, Iris Capital and AME Cloud Ventures also joined the round. This investment will support the company's growth as it helps marketers understand exactly how their efforts are driving revenue for their respective businesses.

This round of funding, the company's fourth, will fuel Quantifind's market expansion efforts, accelerate product development, and allow the company to double staff in its Menlo Park headquarters. Quantifind will focus on growing the sales and customer success teams, as well as the data science and engineering teams to service the company's mission to empower people to make better decisions that combine human intuition with the voice of intelligent data.

"It's been a pleasure to watch the company grow over the last few years," said Denis Barrier, co-founder of Cathay Innovation. "Market demand for the kind of data-driven, growth-driving insights that Quantifind offers is only getting stronger. We're excited to welcome Quantifind into our Cathay Innovation global ecosystem and proud to contribute to the company's emergence as the leader of its category."

"We are thrilled to have Cathay lead this round of financing, and their support will be particularly helpful as we expand into new geographies and verticals," said David Karnstedt, CEO of Quantifind. "We're also excited by the continued support of our existing investors and board members. Their networks, guidance and expertise continue to be invaluable in helping us scale the company and execute our vision."

In the last year, Quantifind has more than tripled its customer base to include companies across nine new vertical markets, including financial services, automotive, health care and retail. The company has seen a 165 percent increase in bookings year-over-year.

"As more companies turn to data to modernize and improve their businesses, companies like Quantifind will play a critical role in delivering actionable insights and solutions for a multitude of industries," said John Walecka, co-founder and partner at Redpoint Ventures. "We look forward to helping grow the business through Redpoint's continued investment in the company."

**About Quantifind**

Quantifind offers an on-demand insights platform that helps marketers explore, understand and change the impact they are having on real-world revenues. By analyzing a mix of historical financial data alongside unstructured conversations, the company is able to extract the business opportunities that matter most from the data and reveal the largest and most immediate opportunities to drive revenue. Quantifind's clients are some of the world's most well known brands spanning multiple industries including movie studios, telecom, retail, and consumer packaged goods. Based in Menlo Park, CA, the company's investors include Cathay Innovation, AME Cloud Ventures, Andreessen Horowitz, Comcast Ventures, Iris Capital, Redpoint Ventures and U.S. Venture Partners. For more information, please visit <http://quantifind.com>.

About Cathay Innovation

Cathay Innovation is a global venture capital fund, created in affiliation with Cathay Capital Private Equity. It was founded around the shared conviction that supporting digital entrepreneurs by providing them with a platform bridging 3 continents – North America, Europe and China – constitutes a particularly powerful value-creation strategy. As a multi-stage fund, Cathay Innovation partners with visionary entrepreneurs, committed to driving change through technology. Such transformation is accelerated by leveraging Cathay Capital Private Equity's extensive network with corporates and solid experience in operational excellence. Cathay Innovation has offices in San Francisco, Paris, Beijing and Shanghai.