

# **OVER 2,000 INVESTORS FROM 34 COUNTRIES PILE INTO BUX AS IT SMASHES 1 MILLION CROWDFUND**

- BUX has raised €1,289,892 from 2,047 investors
- Over €1.1m was invested within 24 hours of going public
- Capital will fund aggressive European expansion as BUX seeks to become the one-stop-shop for all investment interests

**London, 23rd November 2017:** Next generation trading app BUX has raised a total of €1,289,892 in just two weeks of being live on equity crowdfunding platform Seedrs. The Dutch-based company surpassed their initial €1 million target within just 24 hours of their public launch.

The raise has attracted 2,047 investors from their own community of BUXsters as well as the crowd, who all clamoured to get in on the round which is on exactly the same terms and valuation as some of Europe's leading VC's. The funding round will officially closed tomorrow, Friday the 24th November.

Out of the €1.2m invested, the majority of funds came from first-time investors in the Seedrs platform. 1,537 new investors, 75% of the total, invested €1,053,865 into BUX's campaign. These investors came from 34 different countries, with the largest group coming from BUX's home country of the Netherlands.

The company's inaugural crowdfund follows the Company's successful €10.6 Series C round in early October, led by Germany's Holtzbrinck Ventures, one of Europe's most successful venture capital firms. Velocity Capital also supported the round together with a number of influential angel investors, including former Booking.com CMO Arthur Kosten and Thierry Schaap, co-founder of online brokerage firm BinckBank.

BUX intends to use the funds raised from the crowd to expand its product offering in order to offer a full suite of apps by 2020; these will range from short term trading, to long-term investing. Over the next year, BUX will start with a long term investment app and is also aiming at launching a crypto app due to substantial user interest. Investing in cryptocurrencies remains very cumbersome, with a number of risks involved, thus alienating many regular investors. However, BUX's mission is to make such intimidating aspects of investing easier, without taking on too much risk, which is exactly what's needed to make crypto investing more mainstream.

Ultimately, by 2020 BUX aims to be the single destination for those who would like to do more with their money. Whether it is to explore the stock markets by short term trading or whether it's to invest for the long term. For every investment need there will be a BUX solution.

BUX Founder & CEO Nick Bortot said: "We were delighted to reach our investment target within 24 hours of opening the round to the public, and are thrilled with the result of the total round. We're overwhelmed by the interest we received and are excited to welcome the whole new team of investors, advocates, and hopefully users. We would like to say a huge thank you to the BUXsters and supporters who have recognised the potential of BUX; their dedication and support of the brand over the last three years is what has helped us get to where we are today. We continue to be committed to developing our products in order to improve and enhance their BUXster experience."

For more information, visit: [bux.seedrs.com](http://bux.seedrs.com)

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## ABOUT BUX

### WHAT IS BUX?

BUX is a trading app that makes playing the markets super easy and relatively safe for everybody. You can now experience the excitement of the stock exchange, even if you don't have tons of trading experience or wads of cash to spend. BUX brings the fun into finance and makes stocks trading accessible for everyone.

### WHY DID WE START BUX?

Most people think the world of finance is super-complicated and mind-numbingly boring. But at BUX we know that the financial markets are, in fact, the most important, the biggest, the most influential and the most exciting game in the world. The financial markets are inseparably connected to international business, politics and our world economy, which makes trading stocks actually something super-interesting to do. But go and try to get this point across over a few drinks at a party: before you'll know it, you're the one standing in the corner, all by yourself, sadly trying to maintain a posture by nibbling on a party snack. We feel this needs to change. Now, finally, technology enables us to create an app which opens the markets for everyone and makes trading stocks as easy as liking a post on Facebook. Whereas traditional finance is as boring and elitist as classical music, BUX rocks the world of finance and let's everyone experience how exciting trading stocks

actually is. Enjoy the party!

## ABOUT THE COMPANY

Four Dutch entrepreneurs founded BUX: Egbert Pronk, Nick Bortot, Robbert Bos, and Joost van de Wijgerd. BUX's CEO Nick Bortot co-founded BinckBank, with over 550 employees, the largest online discount broker in the Netherlands, listed on the Euronext stock exchange. From the headquarters in Amsterdam, BUX sets out to rock the global world of finance. The team currently consists of 35 employees that have rolled out BUX in the Netherlands, United Kingdom, Germany, Austria and Italy, with plans to expand globally. BUX has received the honour of being listed in the Fintech50 2015 – the annual list of Europe's most promising fintech start-ups. Holtzbrinck Ventures, Orange Growth Capital, Velocity Capital and Initial Capital have funded BUX. BUX's trading partner is Ayondo Markets Limited, which is authorised and regulated by the Financial Conduct Authority (FCA) and is covered by the Financial Services Compensation Scheme (FSCS).

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