NEW FUNDRAISING RECORD FOR NOA RELAXATION

**Yesterday, 20th October NOA Potions AB launched a third fundraising campaign. This was the second crowdfunding done through FundedByMe. The goal was to generate € 534 000 at a valuation of € 13,9 million. This was achieved in less than 9 hours, which is again a record for fundraising.**

The previous crowdfunding in February 2015, raised US$ 180,000 in the first three minutes of going live, beating the previous European equity crowdfunding record. In total the campaign raised US$ 1million. In fact it had to be stopped earlier than anticipated due to the enormous interest.

*“I am overwhelmed and extremely grateful for the enormous interest in our company.  To me being born in Sweden is like winning the lottery. We can do almost anything we want. What if we only have one life and we choose to do what other people expect of us instead of what we believe is meaningful? Life is no rehearsal and I am grateful that I dared to start this project”. Says Noa Fridmark, Founder and CEO of NOA Potions AB*

Beverage companies are usually valued with a multiple on revenue that has historically been between 2 and 10. With a multiple of 3, NOA Potions AB calculates on giving investors a ROI of 10-16 times the money in 4 years. In a best case scenario, with a multiple of 6 the ROI will be 42-61 times in 4 years.

The capital will be used to finance a rapid international expansion. Opening up new markets and supporting distributors has a high cost but with the growth of the relaxation category the potential is significant.

*“With some entrepreneurs you can see already from the start that this will be a success story. They have the right passion, the right product, and the right stubborn focus to succeed. The fact that Noa Fridmark with his functional beverage NOA Relaxation once again hits a record at FundedByMe, as well as shows beautiful sales figures, shows us that the right idea in the right hands can make a global success and that great ideas travel fast over the world. I met Noa when he was walking around with a dummy bottle with colored water, and I knew already then that this entrepreneur has the right ingredients to become the next Swedish business success. NOA is not only a refreshing beverage that has a relaxing function, it is truly an inspiration for us all” says Daniel Daboczy, CEO, FundedByMe*

**NOA Relaxation is an award-winning beverage with natural herbs that contributes to less stress and increased focus (Green tea extract with L-theanine, Lemon balm). NOA Relaxation is a result of the latest research and thousands of years of traditions. The company was founded by Mr Noa Fridmark in late 2013 and the product was launched in Sweden and Norway in late 2014. Since then NOA Relaxation has won a number of international awards: in November, 2014 ”best premium beverage” at WBIA – the largest beverage awards in the world, an international panel of industry experts deemed the complete branding concept and packaging to be the best in the world), in May 2015 NOA Potions AB won the title ”best company” in Business Challenge, a Swedish start-up competition and in September 2015 the company was awarded the prestigeous Red-dot design excellence award. NOA Relaxation has attracted strong international media coverage with 80+ newspaper articles and more than 150 bloggers writing about the company and product.**

**FundedByMe is the fastest-growing crowd financing platform, connecting investors and entrepreneurs – offering equity crowdfunding, lending and reward based crowdfunding. Founded in April 2011 in Sweden, FundedByMe today operates with additional offices in Finland, Denmark, Norway, Spain, Italy, Germany and Singapore.**

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