Press Release

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FundedByMe and BrewDog launching record-breaking crowdfunding round in the Nordics

Stockholm, 9 November 2015: FundedByMe, the largest equity crowdfunding platform in northern Europe, and BrewDog, the fastest growing food & drinks company in the UK for the last four consecutive years, have joined forces to conquer the Nordics with craft beer and crowdfunding. Today, BrewDog is launching a €1,5 million crowdfunding round – the biggest campaign for FundedByMe since it launched equity crowdfunding in 2012. A Swedish launch event will be held today in Stockholm, followed by a Finnish launch event at SLUSH in Helsinki on Tuesday 10th.

FundedByMe and BrewDog, the popular Scottish craft beer brewery that uses crowdfunding as a core strategy for growth, are joining forces, embarking on a quest to bring craft beer to the Nordic countries in the biggest equity crowdfunding round ever.

*“This is a match made in heaven - not only do we love craft beer, we also share the conviction that crowdfunding is the future! Equity crowdfunding is growing extremely fast - at a double-digit rate - and is predicted to be bigger than VC’s and business angels together, within five years. BrewDog is a forerunner, and serves as great proof that crowdfunding is so much more than just financing – it is a way of inviting people to play a vital role in the success of your business, a strategy to achieve extraordinary growth”,* says Daniel Daboczy, CEO and Co-founder of FundedByMe.

BrewDog has broken world records by raising over £10 million via its latest crowdfunding round, Equity for Punks. More than 40,000 people have invested in the brewery to date. The company also provides a secondary market of its own, offering shareholders the possibility to trade shares once annually. Partnering with FundedByMe is clear indication of BrewDog’s mission to grow its company into the Nordics, where it already boasts a loyal following. It is featured on the shelves at Sweden’s ‘Systembolaget’, Finland’s ‘Alko’ and Norway’s ‘Vinmonopolet’ (government owned monopoly chains for alcoholic beverages).

Since launching in 2007, BrewDog has had an annual growth rate of almost 170 percent, and is opening new bars on a monthly basis. The brewery launched its latest venue in Soho London just last week, and now operates 38 bars world wide, including three in Sweden, one in Finland and one in Norway. BrewDog’s beer is shipped to 55 different countries around the world, including Mexico, China, South Africa and New Zealand. These achievements have only been possible thanks to BrewDog’s rapidly expanding community of passionate shareholders. With the financing from the ongoing Equity for Punks round, the company is firmly set on launching in the US, the biggest craft beer market in the world.

*“With this round on FundedByMe, we’ve set out to boost our presence in the Nordics. We want to give those Vikings better access to brilliant craft beer – and maybe break a couple of records as we go. This is our biggest crowdfunding round ever. Crowdfunding should no longer be seen as a niche alternative, but a proven, workable option for change-makers”,* says James Watt, Captain and Co-founder of BrewDog.

This investment round will be open to the public on FundedByMe [www.fundedbyme.com](http://www.fundedbyme.com), where the company’s prospectus detailing the offer, benefits and projections is available in English, Swedish, Finnish, Norwegian and Danish. FundedByMe and BrewDog are planning on hosting and participating in events in Stockholm, Helsinki, Copenhagen and Oslo during the campaign’s duration. BrewDog offers all shareholders additional benefits including discounts in BrewDog bars and online, free birthday beers, and of course an invitation to the annual general meeting, essentially a beer tasting and music festival combo in Scotland.

About FundedByMe

FundedByMe is one of the only full-service crowdfunding platforms, offering capital through equity, loan and reward based crowdfunding. In the past years, some 400 companies and projects from 25 different countries have been successfully funded. The member base is a rapidly expanding network of almost 60 000 investors from over 170 countries around the world. FundedByMe headquarters are in Stockholm, Sweden, with a local presence in countries throughout Europe and in Singapore and Malaysia.

About BrewDog

Bored of the industrially brewed lagers and stuffy ales that dominated the UK market, school friends James Watt and Martin Dickie established BrewDog in 2007. They decided the best way to fix this undesirable predicament was to brew their own beers. Both only 24 at the time, BrewDog’s cofounders leased a building, got some scary bank loans, spent all their money on stainless steel and started making hardcore beers. *“We are dedicated to making cool, contemporary and progressive beers showcasing some of the world’s classic beer styles. All with an innovative twist and customary BrewDog bite.”*

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