



### **Interactive Investor attracts backing from two new institutional investors**

**Monday, 10 February 2014** - Interactive Investor, the DIY investment service championing straightforward investing, today announces that Augmentum Capital and Unicorn AIM VCT have become shareholders in the company. The funding will help Interactive Investor accelerate growth as one of the UK's most innovative investment platforms.

Augmentum has built a portfolio of investments in internet-focussed companies and is wholly backed by RIT Capital Partners plc, the award-winning investment trust chaired by Lord Rothschild, whose family own 18% of RIT's shares. Other companies in the Augmentum portfolio include Bullion Vault.com, Zopa and borro.

Tim Levene, Founder of Augmentum, who will join the Interactive Investor Board said: "We are delighted to add our support to Interactive Investor at this exciting stage in its development. We have a great deal of experience in working with consumer driven online finance businesses. There is no doubt that post RDR, Interactive Investor is in a great position to further grow its proposition. The industry is changing for the better with more transparent pricing and Interactive Investor is leading the charge. It has an exciting time ahead and we are delighted to be a part of it."

Unicorn Asset Management manages a number of UK equity funds including the award winning Unicorn UK Income Fund, Unicorn UK Smaller Companies Fund and Unicorn Outstanding British Companies Fund. Industry awards for the Unicorn AIM VCT include What Investment Magazine's award for Best Venture Capital Trust over three years and Growth Company Magazine's award for best VCT Fund Manager in 2011.

Chris Hutchinson, lead manager of Unicorn AIM VCT, said: "Interactive Investor has a differentiated customer proposition and a highly experienced and committed management team. We believe the company will be one of the winners in the DIY investor sector and we are pleased to have the company within our portfolio."

Adam Seale, CEO of Interactive Investor said: "We are delighted that Augmentum and Unicorn have joined our existing investors in backing our strategy and our continued growth. We are confident that we are the natural choice for the discerning DIY investor, and have been particularly pleased by the recent steep increase in new client accounts following our competitors' announcing new percentage based fees."

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***Notes to editors:***



Interactive Investor is one of the largest execution-only stockbrokers in the UK, delivering a comprehensive range of investment services, including share dealing, fund investing, ISAs, SIPPs, CFDs, and spread betting.

The Interactive Investor website ([www.iii.co.uk](http://www.iii.co.uk)) brings together the tools, facts and independent information to help consumers make financial decisions and manage their investments with confidence. It has 1.5m unique users generating 38 million page impressions per month. Founded in 1995 Interactive Investor has the most engaged active investor community in the UK with over 600,000 posts being made each year on the site's discussion boards. Funds purchased by customers through Interactive Investor increased by 200% in 2013 compared to 2012.

In October 2013, Interactive Investor was named Best Consumer Platform at the prestigious Aberdeen UK Platform Awards which is voted for by consumers.

In May 2012, Which? Magazine's review of fund supermarkets ranked Interactive Investor in first place out of the 23 platforms reviewed, whilst in January 2013, The Platform rated Interactive Investor as second overall in their road test of the UK's major investment platforms, and first for quality of content and cost. Candid Money ([www.candidmoney.com](http://www.candidmoney.com)) has also rated Interactive Investor as providing the best value service for SIPP and ISA investors who hold managed funds.

The price and value of investments and their income fluctuates: you may get back less than the amount you invested.

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