

Rated People Secures \$3.25m in funding from Western Technology Investment

UK's largest online trade recommendation service raises capital for further growth

LONDON, JANUARY 2012 - [Rated People](#), the UK's leading online service helping homeowners find reputable, local tradesmen, announces a new investment of \$3.25m from leading venture investor, Western Technology Investment (WTI). The principal use of funds will be to support the company's brand building activities in the UK, with a major marketing campaign kicking off in H1 2013.

Founded in 2005, London-based Rated People is transforming the £40 billion UK home improvement industry by providing a trusted, convenient online marketplace to connect homeowners and tradesmen. Offering access to more than 30,000 high quality local tradesmen in the UK and generating over 600,000 home improvement and repair jobs in 2012, Rated People is enjoying rapid growth, extending its lead ahead of the competition and demonstrating increased consumer confidence in local online marketplaces.

In 2011, Rated People announced a £3.5m investment from Frog Capital. The company have recently appointed Torch Partners as financial advisers, with a further growth equity round planned in 2013.

Chris Havemann, CEO of Rated People, commented "Rated People has experienced tremendous growth during 2012. We're delighted to have the financial backing of WTI, which will help ramp up our ongoing investment in the business."

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NOTES TO EDITORS:

About RatedPeople.com

- Founded in 2005, London-based Rated People is transforming the £40 billion UK home improvement industry by providing a trusted, convenient online marketplace to connect homeowners and tradesmen, creating substantial value for both.
- For homeowners, Rated People offers access to more than 30,000 high quality local tradesmen in the UK, representing 24 trades including electricians, plumbers, roofers, builders, carpenters, gardeners and painters and decorators.
- For tradesmen, Rated People offers access to more than 600,000 home improvement and repair jobs a year, helping tradesmen generate more business and find work closer to their preferred locations. Tradesmen also like the fact that Rated People helps build their reputation by generating real, community-based recommendations based on the work they have completed.
- Rated People has over 270,000 tradesmen ratings posted to date

Rated People business awards:

- 2011 Internet Business Awards: National Winner
- 2011 Deloitte EMEA Technology Fast 500: Ranked 6th
- 2011 Sunday Times Tech Track 100: Ranked 30th
- 2011 Management Today Technovator: Winner

About Western Technology Investment

Western Technology Investment (WTI) is a Silicon Valley based venture debt firm that invests globally in a wide range of technology and life science companies ranging from seed-stage start-ups to publicly-held companies. Over more than 30 years, WTI has provided in excess of \$3 billion of growth capital to exceptional teams building market leading companies, including Facebook, Google, 3PAR, Ablation Frontiers, Brocade Communications, Cerent, IDEC Pharmaceuticals, InvenSense, IronPort Systems, Juniper Networks, Neutral Tandem, Postini, and Youku.com. For more information, please visit <http://www.westerntech.com>.

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