

Thursday, 3 June 2021

**MEDIA RELEASE****Stackla enters into agreement to be acquired by Nosto**

ASX-listed technology expansion capital fund Bailador Technology Investments Limited (“Bailador”, ASX:BTI) has provided the following update on portfolio company Stackla.

Stackla has today announced it has been acquired by Nosto, an AI-powered e-commerce personalisation platform in a predominately share-based transaction. Nosto enables retailers to deliver a personalised digital shopping experience at every touchpoint and across every device. Nosto works with brands in more than 100 countries and has offices in New York, Los Angeles, London, Paris, Berlin, Stockholm and Helsinki.

Paul Wilson, Bailador Co-Founder and Managing Partner, said: “Bailador is pleased to continue the journey with Nosto. The business operates in a very exciting space, and an already impressive tech offering will be enhanced by the Stackla capabilities. We are excited for Bailador investors to get exposure to a larger international business operating a leading personalisation platform in the very fast growth e-commerce space.”

The valuation of Bailador’s investment in Stackla will remain unchanged at \$11.5m, but will transition to a shareholding in Nosto upon completion.

Further details are included in the attached Nosto press release.

–Ends–

**Approved for release by**

**Helen Plesek**

Company Secretary

+61 2 9223 2344

investorservices@bailador.com.au

**Important Notice**

Bailador Investment Management Pty Ltd ACN 143 060 511 (‘Manager’) has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, financial situation or needs. Any investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment of BTI and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.



# Nosto Acquires Stackla to Help Brands Make Personalized Shopping Experiences More Authentic with Visual User-Generated Content

*Strategic acquisition will allow retailers to deliver personalized UGC experiences to online shoppers as they increasingly demand authenticity from brands*

**New York, NY – June 2, 2021** [Nosto](#), an AI-powered commerce experience platform, announced it has acquired Stackla, a global visual content marketing platform. This transaction marks the first acquisition for Nosto.

“As online shopping accelerates and we crave human connection, consumers increasingly seek the real and relevant user-generated content (UGC) they trust to help them make purchasing decisions,” said Jim Lofgren, CEO at Nosto. “At the same time, brands are struggling to create enough engaging and diverse content to deliver the types of authentic, personalized experiences consumers expect. By pairing Stackla’s unrivaled UGC platform with Nosto’s leading commerce experience platform, we can solve this problem for brands—giving them the ability to create more meaningful shopping experiences that drive results.”

UGC has become an effective way for marketers to connect with shoppers—especially in the last year. Research shows [79% of consumers say](#) UGC highly impacts their purchasing decisions. Additionally, customers are [6x more likely](#) to purchase a product if the page includes pictures from social media. Innovative retailers produce more effective marketing strategies when they display UGC created by loyal customers. By incorporating Stackla’s market intel and deep expertise in UGC, brands using Nosto to create one-of-a-kind shopping experiences will be able to automate how they curate and publish high-converting content.

“Stackla’s mission has been to help brands weave powerful customer stories throughout their marketing using authentic user-generated visuals,” said Damien Mahoney, CEO and Co-founder at Stackla. “By joining forces with Nosto, we aim to transform the way brands interact with shoppers—offering inspiration, building trust, shortening paths to purchase, and boosting sales.”

Nosto will soon offer Stackla’s AI-powered platform to brands enabling them to:

- Automate the discovery, curation, management, publishing and optimization of UGC
- Centralize all digital assets—building rich libraries of authentic visual assets available to all relevant teams
- Leverage AI-powered content curation and recommendations to continuously publish better content with less effort
- Build their own creator communities to grow content and customer loyalty

In addition to retailers, Stackla also serves businesses in travel & hospitality, education, CPG, food & beverage, automotive, and leisure industries. Stackla’s portfolio of clients includes Canon, Lush Cosmetics, Trek Bicycle, Kathmandu, and Nintendo.

Terms and conditions of the acquisition were not disclosed.