

# Fifth Dimension seeks £400k EIS growth and development funding

TECHNOLOGY

GROWTH

LONDON

EXPERIENCED MANAGEMENT TEAM



## Fifth Dimension

### Seeking £400,000 EIS Growth and Development Funding

This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

#### MARKET / OVERVIEW

We are experiencing a revolution in the way we make and take payments, for consumers & businesses alike. The introduction of e-money licenses has seen a range of new entrepreneurial organisations develop innovative solutions across different payment devices such as prepaid cards, digital gift vouchers, mobile payments, e-wallets and proximity based payments. The growth opportunity for these services is immense: commissioned by MasterCard, the Boston Consulting Group predict a 22% CAGR over 5 years for the prepaid market. The European mPOS (mobile point of sale) opportunity is estimated at €46B and via wallet (such as PayPal, Google Wallet or other) at €97B according to GX - the global exchange for prepaid and emerging payments.



Fifth Dimension provides specialist services to the sector around customer acquisition - both of which are invaluable to organisations trying to gain a foothold in a new, growing marketplace. The company first began working with e-money clients in 2007 and has since gone on to develop its services and products to this sector, working with clients such as Armed Forces & Veterans, iZettle, Kalixa, MasterCard, Moneto and Unicef UK. In 2012 we were responsible for selling 100k new cards carrying out transactions in excess of €300k per day.

The company operates campaigns in 4 European countries and now seeks investment to expand its operations across Europe and to grow its products that drive customer acquisition and loyalty for the emerging payments sector.

#### INVESTMENT SOUGHT

The £400k EIS eligible funding will be used to:

- develop the European sales & account management team
- further development of in-house software platform
- raise profile with overseas entrants to European emerging payments market

#### MANAGEMENT TEAM

The management team consists of experienced individuals with specialist, yet complimentary skills appropriate for the company's successful growth, covering branding, digital marketing, emerging payments and field sales.

The value of investments can go down as well as up so you could get back less than you invested.

**For further information, please contact:**

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