

## **Ecommerce Personalisation Engine, Nosto Solutions, Opens Offices In London Following £1.9 Million Seed Round**

**London, May 15, 2013 – Nosto Solutions Ltd has announced today that it is strengthening its presence across Europe with new offices in London at TechHub Google Campus. The e-commerce company which is working with an international clientele of leading brands such as Rovio's Angry Birds, JOY, Intersport, Reima, Outnorth etc., already has a number of UK retailers using the solution and now aims to expand its offering across the UK through its growing network of dedicated partners.**

Helsinki-based Nosto is an e-commerce startup bringing solutions for online marketing automation to the global e-commerce industry. The company's platform-independent SaaS solution enhances customers' online shopping experience by enabling personalized product recommendations in real time based on user behaviour. With a "plug and play" implementation Nosto enables online stores of all size to benefit from its technology, automating marketing activities and increasing conversion, customer retention and store revenues as a result.

The expansion to the UK market comes as a result of Nosto's investment round which lead to the company raising a total of \$2.8 million (£1.9 million) including debt funding and grants. Funds will be further used to finalize the product for public availability, recruitment and overall internationalization.

Monty Widenius, creator and original developer of MySQL and partner at Open Ocean Capital, one of the investors in the round, comments, "Nosto has a revolutionary and easy to use concept for providing shopping recommendations for any online shop. This creates better shopping experiences for shoppers and increases revenue for the merchants. Nosto is a must have for any merchant who wants to successfully compete in the current e-commerce market."

Nosto already has a presence in major European e-commerce hubs Berlin and Stockholm and is currently operating as invite-only with hand picked customers and partners in each region. The company, which will publicly launch its service later this year, is looking to sign up new partners across Europe in the coming months and hire additional sales and business development personnel in London.

For more information:

**Juha Valvanne, CEO & Founder**

**juha.valvanne@nosto.com, +358 (0)44 524 1784**