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# Admix fundraising

## PIRES INVESTMENTS PLC

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### **Pires Investments plc**

("Pires" or the "Company")

#### **Admix extends Series A round to raise further \$1.5 million from leading gaming investors**

Pires Investments plc (AIM: PIRI), the investment company focused on next generation technology, is pleased to provide an update on its investment in Sure Valley Ventures ("SVV") in relation to Admix, a company within the SVV portfolio, which has developed a programmatic monetisation platform for gaming and other entertainment developers.

Two years after its initial seed funding, London-based start up Admix has extended the Series A funding round announced in June 2020, raising a further \$1.5 million from strategic gaming investors, bringing the total round to \$8.5 million.

Marcus Segal, previously Chief Operating Officer of Zynga Studios and Nigel Morris, previously Chief Executive Officer of Dentsu Aegis, joined the round, alongside a number of unnamed executives working in the gaming and advertising industries in which Admix operates.

The proceeds of the fundraising are intended to be used to accelerate the development of the Admix's stack for game publishers - it currently caters to c. 300 - and to grow its technology team to 30 developers by the end of 2020.

Admix is positioning itself as the provider of infrastructure for brands to engage with a growing number of gamers, which follows the rapid rise of casual and mobile game players as a result of the COVID-19 pandemic.

Pires has a circa 13% interest in SVV. SVV is a venture capital fund focused on investing in the software technology sector with a specific focus on artificial intelligence, the internet of things and immersive technologies.

#### **Peter Redmond, Chairman of Pires commented:**

"Only two years after its initial seed funding, this extension of the funding round announced earlier this summer demonstrates the excitement surrounding Admix's platform for gaming and entertainment developers at the moment. In-play advertising, a substantial and developed market, has seen considerable growth as a result of the COVID-19 pandemic and we expect this trend to continue in the coming years.

"We believe that Admix's novel approach to game advertising at scale positions the company perfectly to benefit from the increased demand in this market. The additional funding and the inclusion of notable industry figures participating in this extended fundraising will no doubt allow Admix to continue its rapid growth path and, as such, we look forward to updating the market with Admix's progress in due course."

**- Ends -**

#### **Enquiries:**

**Pires Investments plc**  
Peter Redmond, Chairman

Tel: +44 (0) 20 3368 8961

Nicholas Lee, Director

**Broker**

Peterhouse Capital Limited  
Duncan Vasey/Lucy Williams

Tel: +44 (0) 20 7469 0935  
Tel: +44 (0) 20 7469 0936

**Joint broker**

Mirabaud Securities Limited  
Peter Krens

Tel: +44 (0) 20 3167 7221

**Financial media and PR**

Yellow Jersey  
Sarah Hollins  
Henry Wilkinson  
Annabel Atkins

Tel: +44 (0) 20 3004 9512

**Notes to Editors****About Pires Investments plc**

Pires Investments plc (AIM: PIRI) is an investment company providing investors with access to a portfolio of next generation technology businesses with significant growth potential.

The Company is building an investment portfolio of high-tech businesses across areas such as Artificial Intelligence ("AI"), Internet of Things ("IoT"), Cyber Security, Machine Learning, Immersive Technologies and Big Data, which the Board believes demonstrate evidence of traction and the potential for exponential growth, due to increasing global demand for development in these sectors.

For further information, visit: <https://piresinvestments.com/>.

**About Admix**

Admix has built a monetisation platform for the next generation of entertainment, from traditional gaming to emerging channels, such as Esports and VR/AR content. Admix continues to enhance and develop a "marketplace" connecting gaming/content developers with advertisers who want to buy non-intrusive, in game/content-ad formats for their brands.

Further details about Admix can be found at <https://admixonplay.com/>.

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