

London, February 6th, 2012

Fits.me secures successful Series A funding round with Entrepreneurs Fund

Fits.me (www.fits.me), the leading provider of virtual fitting rooms and associated technologies to the fashion e-commerce industry, closed a Series A round of financing led by Entrepreneurs Fund. The seven figure investment enables Fits.me to accelerate the delivery of virtual fitting room services as well as to provide additional sales and marketing resources to fuel Fits.me's growth.

Entrepreneurs Fund recognises that Fits.me products and services best address the single biggest barrier to fashion e-commerce growth: assuring that customers can accurately select their size.

Apparel e-commerce, which is the largest e-commerce category in terms of value, is one of the smallest in terms of share sold online. According to research by Morgan Stanley, not being able to assure fit is the #1 reason limiting online sales.

Heikki Haldre, co-founder & CEO, comments: "Real customer satisfaction in clothing retail happens when the clothes fit both the body and the customer's sense of style! Fits.me's technology provides two fundamental benefits to fashion e-retailers. We strengthen their business by increasing sales and reducing returns; and Fits.me enhances their brand value by increasing customer satisfaction. Simply put, the Fits.me Virtual Fitting Room is fundamental to providing superior customer service, and it increases margins."

Fits.me is also announcing today its new corporate headquarters in London, England. Engineering, Operations and Production will remain in Tallinn and Tartu, Estonia. Fits.me is the number one virtual fitting room technology, used by more retailers than any other solution. Among the retailers using the Fits.me technology are Ermenegildo Zegna and Thomas Pink (part of LVMH Group).

CNBC Business chose Fits.me among the Top 20 breakout brands for 2011, and more recently Vogue included Fits.me among the Online Fashion 100 – the list of the Top 100 most influential names in fashion ecommerce in 2012.

Strata Partners, the London-based investment bank providing capital raising and M&A advice to technology businesses, acted as financial advisers to Fits.me.

About Entrepreneurs Fund

Entrepreneurs Fund is a London-based venture capital fund with €100 million under management, which it invests in early stage and growth companies owning strong technology/IP, with a focus on Europe. Technology sectors of interest include life sciences, materials, clean-tech and retail. Entrepreneurs Fund is an active investor working closely with outstanding management teams in developing their businesses.

www.entrepreneursfund.com

About Estonian Development Fund

Estonian Development Fund activates the venture capital market by investing together with private investors into Estonian companies with international ambition. Estonian Development Fund is also the think tank for foresight of Estonia's growth perspectives and the booster of startup entrepreneurship. Other portfolio investments include GrabCAD and Realeyes. www.arengufond.ee/eng

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