



‘Zero Data’ leader CitizenMe raises \$2m (£1.5m) to fund mission to “fix the internet”

[London, UK. 9:00am GMT, 26 October 2021]: CitizenMe has announced an investment of \$2 million in a round led by the [North East Venture Fund \(NEVF\)](#), supported by the European Regional Development Fund, and managed by Mercia, with participation from 1818 Venture Capital. The money will fund its mission to “fix the internet” and become a global leader in a new category called Zero-Party-Data which allows consumers to take control of their data, and choose what data to share with companies, in exchange for fair and immediate payment. This investment will also be used to enhance CitizenMe’s edge computing AI capabilities, and grow its presence in the US and UK markets.

Today, our personal data is scattered across the internet, harvested by big tech companies like Facebook, Google and faceless data brokers. CitizenMe’s ‘Zero Data’ technology introduces a simple change with a massive impact: people reclaim their digital superpower over their personal data by using a smartphone and the CitizenMe app. Companies and organisations use CitizenMe to request anonymised data and insights directly from consumers in real-time, in a fair, transparent and ethical exchange of value.

With more than 7.5 million zero-party data exchanges already completed on the CitizenMe SaaS platform, this method of sharing data is quickly establishing itself as the voice of the customer. It enables customer-centric businesses to drive unique insights and one-to-one personalisation. With over 9000+ Google reviews and counting, customers agree.

Digital Citizens have chosen to pre-share over 350+ different data types: from housing to income to their personality types. Such data can be used for segmentation strategies. But more importantly, CitizenMe can ensure a business’s segmentation strategy remains up to date with changing trends. Researchers can also use CitizenMe for prototype testing and rapid product development.

“We are more than just consumers, we are Digital Citizens; and there is a trillion dollar digital economy fueled by our personal data. CitizenMe enables people and brands to co-create better digital products, services and life outcomes. We are delighted that Mercia and 1818 share our belief in a sustainable digital future and our lead in the new Zero Data category. It is time to fix the internet by putting the control of data where it should be: in the hands of Digital Citizens.” - says StJohn Deakins, CitizenMe Founder.

This is just the first step. CitizenMe is already helping Digital Citizens to understand themselves in a digital world. The app will increasingly provide a 360 view of people’s digital selves, and provide insights into life-style choices such as health and finances. By helping people to understand themselves better, companies can better understand their customers. Everyone benefits.

Thea Tebble of Mercia says: “Growing concern about the use of personal data is creating demand for a new type of customer data technology. CitizenMe offers a solution, enabling consumers to retain ownership of their personal data and companies to access it in an ethical way. The company is already ahead of the field and has huge potential for growth.”

The Covid pandemic, combined with yet more data regulations, has accelerated demand for a new type of customer data technology. Major consumer brands are now piloting the underlying CitizenMe Zero Data technology to future-proof their business with their own customers and markets. They get rapid, fast access to a single source of truth.

“Data privacy is of ever-increasing importance to consumers and regulators. Companies want and need to be able to personalise while respecting those desires. CitizenMe's Zero Party Data solution elegantly enables all those needs to be met.” – Marc Cohen, Partner, 1818 Venture Capital

By being Citizen-First, and enabling people to participate in the exchange of their data, CitizenMe is part of a groundswell of ethical data companies delivering the required technology to change the internet. These include the MyData organisation and Tim

Berners-Lee's SOLID protocol. CitizenMe is an active partner in this transformational new ecosystem seeking to create a more sustainable digital future.

ENDS

Press Contacts:

Press contacts

Jennifer Bilec

Marketing Director

CitizenMe

jennifer@citizenme.com

About CitizenMe: We are the only Zero Data platform in the world that serves both people and businesses. Through our tech, everyone regains data privacy and choice. You are in full control - your data is stored on your phone; Zero Data with us.

[CitizenMe: Home - New](#)

About 1818 Venture Capital: We are proud to invest in portfolios of tech startups that aim to generate wealth for our investors and do good in the world, each in their own way. 1818 Venture Capital [Team](#)

About Mercia Asset Management PLC: Mercia is a proactive, specialist asset manager focused on supporting regional SMEs to achieve their growth aspirations. Mercia provides capital across its four asset classes of balance sheet, venture, private equity and debt capital; the Group's 'Complete Connected Capital'. The Group initially nurtures businesses via its third-party funds under management, then over time Mercia can provide further funding to the most promising companies, by deploying direct investment follow-on capital from its own balance sheet.

The Group has a strong UK footprint through its regional offices, 19 university partnerships, and extensive personal networks, providing it with access to high-quality deal flow. Mercia currently has c.£800million of assets under management and, since its IPO in December

2014, has invested over £96million into its direct investment portfolio. Mercia Asset Management PLC is quoted on AIM with the epic "MERC".

The Group raises its own Venture Capital Trusts (VCTs) and Enterprise Investment Scheme (EIS) Funds, and details about open offers can be found through Mercia's website.

Mercia Asset Management PLC is quoted on AIM with the epic "MERC" and includes the following wholly owned subsidiaries -

- Mercia Fund Management Limited is authorised and regulated by the FCA under firm reference number 524856
- Enterprise Ventures Limited is authorised and regulated by the FCA under firm reference number 183363
- EV Business Loans Limited is authorised and regulated by the FCA under firm reference number 443560

www.mercia.co.uk

About The North East Fund

The North East Fund is a suite of five venture capital and loan funds which was established in April 2018, to invest £120m in around 600 North East businesses in the period to March 2023. The fund managers provide business development advice and investment finance to small and medium sized enterprises based in the seven Local Authority areas of North East England: Northumberland, North Tyneside, Newcastle, South Tyneside, Gateshead Sunderland and County Durham. The programme encourages investment in and the commercialisation of new technologies, including low carbon technologies, as well as stimulating new business creation, private investment and entrepreneurialism in the North East, with a view to creating over 2,500 new jobs. The North East Fund has overall responsibility for the programme, which is delivered through five separate funds, each managed by independent, FCA regulated fund managers. Details of these, and up-to-date information on the progress of the programme, is available on The North East Fund's website: www.northeastfund.org.

The North East Fund has been established with funding from the North East of England European Regional Development Fund programme, the European Investment Bank and from returns on previous North East based, publicly supported investment funds. It is jointly owned by the seven North East local authorities.

About the European Regional Development Fund

The North East Fund will receive up to £58,500,000 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds

Growth Programme 2014-2020. The Ministry for Housing, Communities and Local Government is the Managing Authority for the European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.

About the European Investment Bank

The European Investment Bank (EIB) will lend up to £60,000,000 to the North East Fund programme. The European Investment Bank is the long-term lending institution of the European Union owned by its Member States. It makes long-term finance available for sound investment in order to contribute towards EU policy goals. For more information, visit: <http://www.eib.org/about/index.htm>