

Capital Transmission acquires a minority stake in Ascend Sport Technology, a global player in the football pitch side advertising market



Created in 2010 and based in Luzern, Ascend Sport Technology is the global leader in the pitch side advertising market for the football industry with its brands AIM Sport, Abcoya and Adrenaline.

Ascend Sport Technology is at the forefront of sport marketing and digital perimeter advertising, combining decades of marketing and commercial know-how with unparalleled technology solutions. With

its Digital Overlay technology, Ascend Sport Technology leads a revolution in sports marketing.

Capital Transmission invested as a minority investor into Ascend Sport Technology.

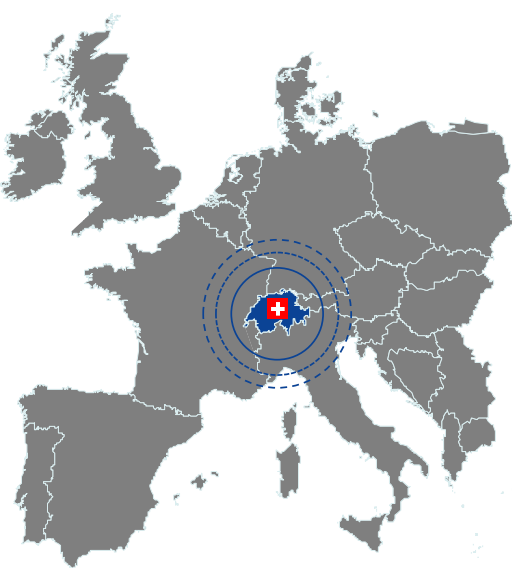
About Capital Transmission

Capital Transmission is an investment company founded in 2008, based in Geneva (Switzerland), whose objective is to assist companies and entrepreneurs by providing equity and quasi-equity contributions, for amounts ranging from CHF 0.5 million to CHF 15 million.

The mission of Capital Transmission is to create lasting added value. In a balanced risk approach, the team invests in profitable mature companies, in Switzerland and France.

As a member of the BCGE group, whose equity it invests, Capital Transmission benefits from the solid expertise of a renowned institution.

Our investment criteria

<p>Target</p> <ul style="list-style-type: none"> Strong financials with sound profitability Talented management in place 	<p>Geography</p> <ul style="list-style-type: none"> Switzerland Europe 	<p>Investment Vehicle</p> <ul style="list-style-type: none"> Investment vehicle of c. CHF 95 mios Not structured as a fund Great flexibility regarding exit considerations (5 to 10 years)
<p>Sector / Industry</p> <ul style="list-style-type: none"> Opportunistic approach 		<p>Ticket Size</p> <ul style="list-style-type: none"> CHF 0.5m to CHF 15m per transaction
<p>Investment Tools</p> <ul style="list-style-type: none"> We invest across the capital structure Equity Convertible and non-convertible Bonds Mezzanine Loan 		<p>Solutions</p> <ul style="list-style-type: none"> Transmission (OBO, MBO, MBI, spin-offs, acquisitions) Capital Increase (expansion, build-up) Shares buy-back