

## ExpoPromoter raises US\$1M from Dekarta Capital

### Move marks first venture investment for US\$100M fund

London, 19 January 2011 – [ExpoPromoter](#), which offers a set of online services for event organizers, has received US\$1M of Series A funding from [Dekarta Capital](#), a private fund focusing on companies with extraordinary growth potential.

ExpoPromoter is the largest exhibition events database worldwide, covering 77,000 events by more than 8,000 event organizers. With an affiliate network of more than 500 business websites, ExpoPromoter provides a hub for any services that might be needed by someone organizing events such as conferences and exhibitions. This includes event promotion and advertising, online ticketing and logistical support such as hotel bookings. The service automates some of the time-consuming, labour-intensive but critically important activities involved in organizing business events. It also provides event marketers with clear insight into the return on investment each event delivers. This means organizers can focus their efforts on those activities that deliver the highest commercial value.

The Dekarta Capital Fund was created in 2008 to invest in both early stage and high-growth phase businesses. Managed by Alexander Lyadov and Denis Kim, Dekarta Capital is focused on supporting determined and resourceful entrepreneurs able to successfully shape and adapt to an ever-changing and uncertain world, creating exceptional value for its clients, employees and investors.

[Hennadiy Netyaha](#) the founder and CEO of ExpoPromoter, with a track record of more than 15 years in the exhibition and Internet sectors, commented: “The investment from Dekarta Capital gives us the opportunity to create more value for customers by developing our affiliate network, increasing the number of partner websites, expanding our event database and building up a strong infrastructure – all supporting the rapid growth of our company.”

“Today, more than ever before, a company’s success depends on using resources wisely. We believe ExpoPromoter is well-positioned to address the need for event organizers to make every marketing dollar deliver predictable and measurable results,” said [Alexander Lyadov](#), Managing Partner, Dekarta Capital. “In the events sector, where the investment battlefield is marketing, ExpoPromoter’s ability to clearly demonstrate ROI makes it an indispensable tool of choice for any event organizer.”

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### About ExpoPromoter

Expopromoter is part of [ExpoPromo Group](#), which creates and supports a network of exhibition-related web resources. ExpoPromoter constitutes a web-based catalogue of business events for more than 146 countries and across 25 industry sectors. It enables trade fair organizers, venues and service companies to promote their events more effectively. The beta version of the web service was launched in 2007. Its affiliate network currently registers about 600,000 unique visitors, over two million unique page views and total traffic of around 15 million visitors monthly. The company is headquartered in London, with a technical office in Kiev (Ukraine). Further information is available at <http://www.expopromoter.org>.



### **About Dekarta Capital**

Founded in December 2008, Dekarta Capital is a private equity and venture capital firm specializing in early stage and growth equity investments in middle market companies. Presently, Dekarta Capital manages the assets of a private fund equal to US\$100 million. The firm seeks to invest in all sectors with a focus on financial services, Internet, retail, media and technology. It typically invests up to US\$1 million at the early stage and between US\$2 million and US\$15 million at later stages. The fund supports technology companies originated in Russia, Ukraine and Latvia, which have clearly demonstrated their potential to become industry leaders on the global arena. Further information is available at <http://en.dekartacapital.com/>.

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