

## **uniqFEED AG closes multi-million C-Series to drive commercial growth and innovation in the expanding virtual advertising sector.**

**October 2022:** Zurich-based virtual advertising technology company uniqFEED AG has today announced the closing of its C-Series funding round. The multi-million investment will enable the Swiss firm to take full advantage of the momentum in the virtual advertising sector, as it enters the next phase of its journey towards scale deployment. The round was fully subscribed by a single investor – Patinex AG, a private investment company also based in Switzerland.

uniqFEED has focused to date on building an unrivalled computer vision technology team at its Zurich headquarters. This has enabled the company to accelerate the development of a pure software approach to virtual replacement advertising for a broad range of live sports, which now includes tennis, baseball, table tennis and ice hockey, and soon a full LED football solution.

Patinex AG is a Swiss investment company focusing on long term participations in listed and private companies. It was founded by Martin Ebner, an experienced and successful investor and founder of BZ Bank.

Commenting on the investment, uniqFEED's CEO Roger Hall has said:

We are delighted to have the backing and trust of Patinex AG as our business continues to grow. To have raised the entire round from a single investor is a clear attestation to the value of uniqFEED's technology and the positive trajectory of the company and the market."

The investment will provide uniqFEED the opportunity to further drive product enhancement and innovation and to offer more value-adding features and capabilities for its increasing number of clients in different sports. In early 2023, uniqFEED will launch its first full football product, which will include dynamic LED overlay, and the company continues to invest in the future of sports advertising, including OTT integration and the development of products for extended realities.

### **About uniqFEED**

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt software allows virtual content to be inserted into a live sports broadcast feed. This winning formula allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds. uniqFEED has developed solutions for a multitude of different sports including racket sports, baseball, and football.

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