

Gaia Capital Partners confirms its attractiveness to European entrepreneurs and investors

- The responsible growth-equity fund dedicated to growing Europe's future tech champions, invests in **gohenry, its first UK deal**. This transatlantic financial education app and debit card for children and teenagers is **Gaia Capital Partners' fourth investment in one year**.
- Gaia Capital Partners received this summer the « late Stage » label from the French Tech initiative led by the French government. This label led **Tier 1 institutional investors and family investors such as Alliance and Maif Avenir to confirm their investment in the fund ahead of the final closing** of Gaia Growth I.

Paris, December 8th 2020

gohenry, fourth investment in one year, alongside leading international investors

Gaia Capital Partners today announced its first investment in the U.K. in a \$40 million growth round for gohenry alongside US funds Edison Partners, Citi Ventures and Muse Capital. This is its fourth investment in one year after Welcome to the Jungle in late 2019, Aircall last spring and Yubo in November 2020. For all of these growth rounds, Gaia Capital Partners has co-invested alongside leading international investors.

Launched in the U.K. in 2012 on a mission to innovate both financial education and digital banking, gohenry is a financial education app and prepaid debit card, in partnership with Visa in the U.K. and Mastercard in the U.S., with unique parent controls designed exclusively for 6-18 year-olds to help them learn good money habits in an increasingly cashless society. The app gives young people the freedom to learn and take charge of their own spending and saving in a safe environment, while the app's parent version allows adults to guide kids through the early stages of digital finance.

The U.K.'s market leader, gohenry has built a global community of more than 1.2 million parents and children who are invested in learning the vital skill of being good with money. The company has doubled its customer base annually over the past six years and reached profitability in 2020.

"gohenry is a pioneer in the family finance space, fulfilling the critical mission of improving financial literacy of young people. Thanks to the strong engagement of their large community of users in the U.K. and the U.S., they have built a very healthy business model at the crossroads of fintech and edtech. We are very proud to partner with the management of this European gem and support their journey to become a global leader." said Elina Berrebi, Founding Partner of Gaia Capital Partners.

"This first investment in the U.K. reflects our European ambition and our efforts to build an international investment strategy with strong expertise in software, consumer and fintech. In one year, we have built a portfolio of strong brands that are shaping new consumer habits while further improving their environmental and societal impact" added Alice Albizzati, Founding Partner of Gaia Capital Partners.

The new funding round will be used to accelerate the expansion of gohenry's combined edtech and fintech solution across the U.S., where the company expanded to in 2018. gohenry will be able to rely on the experience of the Gaia Capital Partners team in the consumer mobile and fintech sector and its ESG support.

"For too long, kids have been locked out of the digital economy and parents lacked the tools to help their children gain confidence with money and finances. gohenry was the first to respond to these needs in 2012 when we launched a groundbreaking financial education app and prepaid debit card that truly empowered children. In 2020, we've achieved three key milestones: becoming profitable which many B2C fintechs seek, raising \$40m during Covid, and partnering with world leading funds. All three will help us fuel our US expansion." says Alex Zivoder, CEO, gohenry. "We are proud to partner with Edison Partners, Gaia Capital Partners, Citi Ventures and Muse Capital. Their endorsement allows gohenry to accelerate its expansion and roll out yet more innovations to customers."

A final close for Gaia Growth I in view for the first quarter 2021

The « late Stage » label awarded this summer to Gaia Capital Partners by the French Tech initiative, led Tier 1 insurance companies such as Allianz and institutional investors such as Maif Avenir, as well as renowned family offices to confirm their investment in the fund ahead of the final closing of Gaia Growth I. They have joined Gaia Capital Partners' initial investors, notably Sycomore Asset Management, companies from the Generali group and BPIfrance. Final closing is scheduled for early 2021.

About Gaia Capital Partners

Gaia Capital Partners is an entrepreneurial growth equity investment fund. Our mission is to champion the new generation of sustainable entrepreneurs in the field of technology and innovation. We support European scale-ups with the goal to have a positive contribution toward greater environmental and societal challenges. We invest in growth-stage companies from series B and beyond, creating bridges between venture capital and public markets.

Based in Paris, with a presence in Toronto and New York, Gaia Capital Partners backs European scale-ups such as Welcome to the Jungle, Aircall, Yubo and gohenry.

www.gaiacap.co

Join us on [Medium](#), [Twitter](#) and [LinkedIn](#).

About gohenry

Launched in the U.K. in 2012, gohenry is a money app and prepaid debit card, in partnership with Visa in the U.K. and Mastercard in the U.S., with unique parent controls designed exclusively for 6-18 year-olds to help them learn good money habits in an increasingly cashless society. gohenry's innovative app gives young people the freedom to learn and take charge of their own spending and saving in a safe environment, while the app's parent version allows parents to guide kids through the early stages of digital finance. gohenry is building a global movement of over one million customers who fiercely believe that being good with money is a vital life skill. For more information please visit gohenry.co.uk or gohenry.com.

In the UK the gohenry card is issued by IDT Financial Services Limited a principal member of Visa Europe. IDT Financial Services Limited is a regulated bank, licensed by the Financial

Services Commission, Gibraltar. Registered office: 57-63 Line Wall Road, Gibraltar.
Registered No. 95716.

In the US the gohenry card is issued by Community Federal Saving Bank, member FDIC,
pursuant to license by Mastercard International.

Press contact

Sandra Cadiou
sandra.cadiou@scale-agency.com
+33 6 82 58 90 20