

PrimaryBid appoints Sir Donald Brydon CBE as first Chair

- Sir Donald brings a long track record of successful leadership and global experience in a wide range of industries, including the financial sector
- Appointment gives new leadership to the Board in line with the growth achieved to date

London, 27 September. PrimaryBid, the regulated fintech platform that enables public companies to include individuals in capital raises, has today announced the appointment of Sir Donald Brydon CBE as the firm's first Chair. Sir Donald is currently Chair of Sage Group (until 30th Sept 2021), recently chaired the London Stock Exchange Group, and in 2019 led an independent review for the Government into the quality and effectiveness of audit. Sir Donald's appointment is subject to FCA approval.

Sir Donald Brydon commented: *"Being asked to become Chair of such an ambitious and forward-thinking firm is a real privilege. Both individual investors and public companies stand to benefit when our capital markets are accessible to all, and PrimaryBid has been at the forefront of this inclusion agenda. As was highlighted in HM Treasury's recent market consultation, facilitating wider participation in the ownership of public companies is important and technologically achievable. PrimaryBid is a dynamic, pioneering platform with world-class backing, and I am looking forward to helping guide it to further success".*

Anand Sambasivan, CEO of PrimaryBid, added: *"I am delighted that Sir Donald has agreed to become our first Chair. He brings significant FTSE board experience and proven governance credentials at the highest levels of UK plc. His experience will be of great benefit as we continue to deliver on PrimaryBid's ambition to build more inclusive public markets through our technology."*

Sir Donald's appointment follows a period of significant growth for PrimaryBid, including a \$50m Series-B fundraise in October 2020, becoming fully regulated in the EU and launching alongside Euronext in France in June 2021, and significant IPO and ABB activity in the UK with over 180 transactions conducted on behalf of UK public companies choosing to include personal investors in fundraises.

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Notes to Editors:

About Sir Donald Brydon CBE:

Current publicly quoted company roles

2012 - to date Chairman, Sage Group Plc (retires end-September)

Sir Donald Brydon CBE is also Chair of Tide Holdings and Chance to Shine, the cricket charity and a Trustee of the Foundation for Science & Technology.

Selected previous roles:

Chairman - London Stock Exchange Group Plc, Smiths Group Plc, Royal Mail Plc, London Metal Exchange, Taylor Nelson Sofres, Amersham Plc

Non-Executive Director - Scottish Power Plc, AXA UK Plc, Aberdeen UK Tracker Trust Plc, Allied Domecq Plc

Chairman – Medical Research Council, Science Museum Foundation, Everychild

Vice President – National Association of Pension Funds

Selected executive career

1997--2002	Chairman & Chief Executive Officer, AXA Investment Managers SA
1994--1996	Acting Chief Executive. Barclays de Zoete Wedd (BZW)
1991--1994	Chairman & Chief Executive BZW Investment Management Ltd
1988--1991	Managing Director, BZW Investment Management Ltd
1986--1988	Director, International, BZW Investment Management Ltd
1981--1986	Director, Barclays Investment Management Education
1967	BSC Mathematical Science, University of Edinburgh

About PrimaryBid:

PrimaryBid is a regulated capital markets technology platform connecting public companies to their communities during fundraisings. Its inclusive, mobile-first digital platform unlocks access to IPOs, follow-on raises and other instruments to individual investors, improving capital formation and driving fairness into public markets. A partner of the London Stock Exchange and Euronext PrimaryBid's platform is host to hundreds of thousands of UK investors and has been used by more than 180 FTSE and AIM companies including Severn Trent, Compass Group, Taylor Wimpey, Ocado, Croda, Aston Martin. In October 2020 PrimaryBid raised \$50m to drive international expansion, and in 2021 ran the Community IPOs for Deliveroo, PensionBee, and Membership Collective Group (Soho House) on its digital platform.