

Press Release

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FOR IMMEDIATE RELEASE

DC Placement Advisors Executives Establish High-Tech Start-Up to Transform the Alternative Capital Raising Experiences

Eva March and Nina Dohr-Pawlowitz found advinda, the first cloud-based mobile investor intelligence service. Innovative CRM solution provides instant access to and tracks communications with active global institutional investors managing more than €68 trillion AUM.

DC Placement Advisors GmbH (DCPLA) (www.dcpla.com), a leading European placement agent specializing in raising alternative capital from top tier institutional investors, announced today that executives, Eva March and Nina Dohr-Pawlowitz, have founded Munich-based, high-tech start-up, advinda Investor Cloud GmbH (www.advinda.com). advinda is the world's first cloud-based alternative investor intelligence service. Available on all devices, advinda makes raising capital across all asset classes easier and accelerates finding and connecting with Limited Partners (LPs).

advinda's innovative solution combines the universe of continuously updated global institutional investors with the only mobile Customer Relationship Management (CRM) solution specifically designed for capital raisers and investor relations professionals.

"We believe advinda's cloud platform has the potential and scale to transform the way players within the alternative capital ecosystem interact with each other," commented Eva March, advinda's CEO and Managing Director at DCPLA. "For most of the industry, raising capital is a laborious and inefficient process. We started advinda with the vision to eliminate those inefficiencies, make the experience easier and revolutionize how the global alternative asset management industry raises capital."

"At DCPLA, we have built, researched and kept current for over ten years, the industry's most comprehensive collection of global institutional investors," explained Nina Dohr-Pawlowitz, CEO at DCPLA. "Further, we know how to use technology to accelerate the alternative capital raising process. As such, advinda

has successfully built DCPLA's proprietary investor intelligence and proven capital raising experience and approaches into an automated, accessible from anywhere, commercial platform from which the entire financial industry can benefit.”

How advinda transforms the Capital Raising Experience

- General Partners (GPs) subscribe only to the contacts they need - investor intelligence is segmented by geography, type of institutional investor and AUM thresholds
- Access LPs from the cloud - no more downloading outdated databases or trying to use spreadsheets to manage investor contacts
- Gain management visibility into capital raising and investor relations activities
- Track communications to satisfy regulatory and compliance requirements
- It's all online, ready-to-use with no technology knowledge needed to install or administer

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Approved for publication

About DC Placement Advisors

DC Placement Advisors is a leading European placement agent dedicated to supporting alternative fund managers in raising capital from top-tier institutional investors. Founded in 2008 and with offices in Germany, United Kingdom, Switzerland and Australia, the company is perfectly positioned to raise institutional capital on an international scale across alternative asset classes spanning from infrastructure, private equity and renewable energy to real estate and private debt.

A thorough understanding of the institutional mindset, our vast industry recognition and established, long-term relationships with key institutional investors have given DC Placement Advisors a distinctive advantage in the rapid closure of new assignments. We are renowned for our outstanding investor mapping capabilities and market insight, with a streamlined business approach and a focus on execution efficiency.

About advinda Investor Cloud GmbH

advinda started in 2016 with the vision to revolutionize how the global alternative asset management industry raises capital. advinda is an international team of software innovators, researchers and capital raisers from leading investment placement agent, DC Placement Advisors (DCPLA). Combined, the company has more than 100 years' experience connecting with institutional investors.

The advinda team deeply understands the need to have up-to-date institutional investor intelligence together with an easy-to-use solution that manages capital raising activities and keeps track of communications with potential investors. Thus, advinda was born - the first intuitive CRM solution combined with proprietary investor intelligence on more than €68 trillion AUM in the cloud.

Available on mobile phones, tablets and laptops, advinda makes raising capital across all asset classes easier and helps General Partners achieve success by accelerating the process to find and connect with the Limited Partners they need.

advinda serves capital raisers and investor relations professionals all over the world from its headquarters in Munich, Germany and with offices in New York and Hong Kong. For more information, visit www.advinda.com.

For more information, please contact Mrs Sabine Schrammel (contact details above) and/or visit the news webpage:

<http://www.dcpla.com/news-events/>