

Press Release

Firezza Limited raises £1/4 million investment from The Capital Fund

Firezza , a wood fired pizza restaurant and delivery chain based in south London, has completed a £250,000 investment from The Capital Fund, the Regional Venture Capital Fund for London managed by London Fund Managers.

The search for funding was led by Edin Basic, managing director, who commented "We are delighted to have found the support of a venture capitalist at our early stage. The funds will enable us to roll out our concept more rapidly as we can now concentrate our efforts on gaining market share for our pizzas which are made from top quality ingredients by highly trained staff. What we provide is simply the best quality pizza you can get in London. We are totally focussed on the customer's needs which is why we are the only quality product which can be eaten in, taken away or delivered to your door - and we sell it by the metre!"

Following the investment Stephen Edwards, formerly a director of Loch Fyne Restaurants will join the board as non-executive director.

Mike Kennedy, Investment Manager from London Fund Managers comments "The Firezza team impressed us with the sheer quality of their product offering and dedication to customer service. We were also pleased with the high regard in which the Firezza customers hold the company and its products. We look forward to seeing the business prosper as it rolls out what is undoubtedly the best pizza chain in London."

Firezza was formed in 2001, by Edin Basic and Adnan Medjedovic, specifically to take advantage of the gap in the market between high quality pizza eateries and low quality pizza home deliveries. The business has 2 outlets at present (Lavender Hill and Garrett Lane both in south London) with a third just signed up in Islington. A fourth site is being considered for late summer.

For more information please look at www.firezza.com.

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The Capital Fund

The Capital Fund can invest in companies based in the 32 boroughs of London and the City. Initial investments can be up to £250,000 and the fund has the ability to invest a further £250,000 after at least 6 months. Under certain circumstances, the fund can invest up to £5m.

The Capital Fund is a £50m Regional Venture Capital Fund managed by London Fund Managers (LFM). The fund has a mixture of public and private sector investors and is sponsored by the London Development Agency. LFM is investing the fund in high potential London-based SMEs in order to achieve a commercial return for the fund's shareholders. The fund was launched in 2002 and will be invested over a period of six years.

When assessing a company for investment, LFM looks for:

- **strong, balanced management teams**
- **clear customer needs for the product/service offered**
- **convincing sales, marketing and fulfilment strategies**
- **potential for high growth in sales, profits and shareholder value**



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The Capital Fund is managed by London Fund Managers which is a division of Yorkshire Fund Managers Limited (YFM).

From 1st April 2004 LFM will be a division of Yorkshire Venture Finance Limited (YVF).

YFM and YVF are both authorised by the FSA and are part of the Yorkshire Enterprise Group. YFM is a member of the BVCA.