

Mayfair Equity Partners leads £35 million funding round into Ultrahaptics

- The funding marks the final investment from Mayfair's oversubscribed maiden fund, Mayfair Equity Partners Fund I LP
- The raise will support Ultrahaptics with exciting new product development and provide further resources as the business continues bringing its revolutionary mid-air haptics technology to B2B customers across global markets

London: 3 December 2018: Mayfair Equity Partners, the buyout and growth investor providing capital to dynamic businesses in the TMT and Consumer sectors, is pleased to announce that it is the lead investor in a £35 million (c.\$45 million) Series C fundraising for Ultrahaptics, the world leader in mid-air haptics technology.

Founded in 2013 and based on technology developed at the University of Bristol, Ultrahaptics' core technology uses proprietary algorithms and supporting hardware to project ultrasound-driven tactile sensations in mid-air. Users can 'feel' and interact with virtual objects and controls, using freehand gestures to interface with technology and content in mid-air.

The funding marks the final investment from Mayfair's oversubscribed maiden fund, Mayfair Equity Partners Fund I LP. Through the fund, Mayfair has been able to source exciting opportunities while delivering strong growth across its portfolio. Ultrahaptics further adds to the strength and diversity of Mayfair's portfolio, taking it to 10 high-growth Consumer and/or TMT businesses including Pixomondo, OVO Group, Fox International, Yo! and SuperAwesome.

Existing shareholders including IP Group plc, Woodford Investment Management and Dolby Family Ventures have again participated.

Ultrahaptics is currently engaged with blue chip customers across key verticals such as Automotive, where the company has developed concept vehicles with Bosch and Harman; Digital Signage; Location Based Entertainment; Industrial Controls; Medical Interfaces; VR Games and Augmented / Virtual Reality enterprise applications. The Company also supports the international academic community through a programme designed to enable additional haptics research and development.

Daniel Sasaki, Managing Partner of Mayfair Equity Partners, said: *"The potential for mid-air haptics within immersive infotainment systems and human-machine interfaces is very compelling and exciting. We look forward to supporting the Ultrahaptics team in their journey to become the global platform enabling mid-air haptics."*

Commenting on the round, Ultrahaptics CEO, Steve Cliffe, said: *"We're delighted to welcome major new investor Mayfair, while receiving further endorsement and support from our existing shareholders, for the Company's exciting next phase of development. Our funding has become ever more global, reflecting the potential of our technology in industry sectors and markets all over the world."*

- Ends -

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About Mayfair Equity Partners

Mayfair Equity Partners is a buyout and growth capital investor providing capital to dynamic businesses in the TMT and Consumer sectors. Its primary focus is on building strong partnerships with exceptional management teams. Mayfair is an investor in OVO Group, a high-growth tech-enabled energy challenger brand, YO!, a multi-brand multi-channel sushi platform with operations across the UK, Canada and the US, SuperAwesome, a global high-growth digital marketing business whose technology platform enables brands and agencies to deliver kid-safe digital advertising to under-thirteen audiences, and GCI, one of the UK's leading Converged ICT Service Providers.

www.mayfairequity.com

About Ultrahaptics

Ultrahaptics is the world's leading mid-air haptics technology company. The company has developed a unique and proprietary technology platform that enables users to receive tactile feedback without needing to wear or touch anything tangible. The technology uses ultrasound and patented algorithms to project sensations through the air and directly onto a user's hands, enabling users to 'feel' virtual buttons, get tactile feedback for mid-air gestures, or interact with virtual objects. www.ultrahaptics.com