



Earth Capital portfolio company SoftIron raises \$34 Million in Series B financing round

Investment will fuel the global growth for its open-source data centre connectivity solutions

London, 2 April 2020: SoftIron Ltd, a London-based developer of energy-efficient Ceph storage hardware and software for data centres, has announced it has secured \$34m in new capital. The funding, led by company chairman Norman Fraser, supported by Earth Capital, the global investment firm, and various existing investors, will be deployed to expand its presence across North America, Europe and the APAC region. SoftIron will also use the injection of new capital to strengthen engineering initiatives to further build out its portfolio of data centre appliances based on open-source software.

Using open-source Ceph software, SoftIron makes task-specific appliances for scale-out data centre solutions, delivering industry-leading performance across metrics including density, efficiency, capacity, speed and heat emission. Its hardware is designed, developed and assembled in California, is purpose-built to optimise performance in data centres of all sizes and is the only manufacturer in this field to offer auditable provenance.

With the efficacy of supply chains being critical to buyers, SoftIron is positioning itself as a viable global alternative to traditional vendors in the data centre and storage spaces.

For Earth Capital, this follow-on investment is again being funded through the firm's Nobel Sustainability Fund®, a multi-phase, multi-geography fund, which invests across the sustainable and impact private markets, accelerating companies for growth, expansion and subsequent acquisition.

Norman Fraser, Co-Founder, SoftIron, said: "We are pleased to partner with Earth Capital and our other existing investors to help bring to market a sustainable, scalable market disrupter. We are entering a new era, and as the consequences of COVID-19 sweep through the global economy, SoftIron stands ready with the right offer at the right time where scalability and transparency of our technology can better meet the requirements of enterprise Chief Information Officers and Chief Financial Officers than state-of-the-art alternatives."

Gordon Power, CEO and Chief Investment Officer of Earth Capital and co-founder of Earth Capital Holdings said: "Today's storage vendor market is not only very complicated but also extremely fragmented, costly and opaque. The impressive and highly experienced team at SoftIron is addressing this problem by bringing the power of technology to the industry in a way in which it has not been applied to date; focusing on sustainability and performance value-add. It is core to the investment strategy of the Nobel Sustainability Fund® and we are delighted to partner with SoftIron on this effort to enable a more sustainable, efficient and better experience for operators."

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Earth Capital Limited

3rd Floor, 34 St James's Street, London SW1A 1HD, UK

T: +44 (0)20 7811 4500 | E: info@earthcapital.net | W: www.earthcapital.net

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Notes to Editors:

About Earth Capital

Earth Capital is the global investment group founded by Gordon Power and Stephen Lansdown, co-founder of Hargreaves Lansdown. The group managers are responsible for managing over \$1.6 billion in sustainable and impact private markets investments. Earth Capital invests globally in companies and infrastructure which address the challenges of Sustainable Development such as climate change and energy, food, and water security. Investment sectors include energy efficiency, energy generation, clean industry, agriculture, waste and water.

Earth Capital measures Sustainable Impact through the Earth Dividend™, which provides an annual measure of an investee company's contribution to Sustainable Development. The Earth Dividend™ has been developed by Earth Capital's in-house Sustainability specialists following a detailed benchmark of international best practice approaches to the assessment, reporting and assurance of impact and ESG issues.

- Winners of Most Innovative ESG Product (for the Earth Dividend™) - ESG Investing Awards 2020
- Finalists for Outstanding Contribution to Wealth Management Thought Leadership - WealthBriefing European Awards 2020 (Winners due to be announced April 2020)

For more information, visit earthcapital.net and follow the company on [LinkedIn](https://www.linkedin.com/company/earthcapital).

About SoftIron

SoftIron® is the world-leader in task-specific appliances for scale-out data centre solutions. Their superior, purpose-built hardware is designed, developed and assembled in California, and they are the only manufacturer to offer auditable provenance. SoftIron's HyperDrive® software-defined, enterprise storage portfolio runs at wire-speed and is custom-designed to optimize Ceph. HyperSwitch™ is their line of next-generation, top-of-rack switches built to maximize the performance and flexibility of SONiC. HyperCast™ is their high-density, concurrent 4K transcoding solution, for multi-screen, multi-format delivery. SoftIron unlocks greater business value for enterprises by delivering best-in-class products, free from software and hardware lock-in. For more information visit www.softiron.com

Media enquiries to:

Newgate Communications

Alistair Kellie

earthcapital@newgatecomms.com

+44 (0) 203 757 6865