



## **Mixcloud Closes \$11.5M Investment From WndrCo**

### ***U.K. Leader In Long-Form Digital Audio Streaming Set for Global Expansion***

**London, April 16, 2018** – [Mixcloud](#), the digital long-form audio streaming platform that is re-thinking radio with over 1 million audio creators, announced today that it has closed an \$11.5M investment from WndrCo, a holding company that focuses on businesses operating at the intersection of media and technology. This marks Mixcloud’s first-ever fundraiser. The capital will be used to scale the company globally, expand the team, and diversify the platform. Two WndrCo partners will join Mixcloud’s board: Ann Daly, former president of DreamWorks Animation, and Anthony Saleh, an investor and artist manager of hip-hop stars Nas and Future.

Mixcloud was founded in London in 2008 by Nico Perez, Nikhil Shah, Mat Clayton, and Sam Cooke. The company offers a diverse collection of serialized, long-form, and exclusive audio shows. These are produced by more than 1 million of the best tastemakers and curators in the business including: DJs such as David Guetta and Tiësto, Talking Heads frontman David Byrne, independent radio stations like London’s NTS, and The Guardian Podcasts.

“WndrCo is the ideal partner for Mixcloud. They are highly accomplished, and they are true operators with experience at some of the world’s leading media, entertainment and tech companies,” said Shah. “We are excited that they share our long-term vision of what we are building, and to have them as a strategic partner for our next phase.”

“We at WndrCo couldn’t be more excited about coming together with the Mixcloud team and building on-top of the great foundation they already have in place,” said Saleh. “We believe that the market opportunity, quality of the product, and the fantastic team make for a very special future for Mixcloud.”

#### **About Mixcloud**

Founded in 2008, Mixcloud is a digital audio streaming platform that offers a diverse collection of serialized, long-form, and exclusive audio content. Mixcloud’s proprietary Content ID system is capable of identifying individual tracks within radio shows and mixes, and ensuring proper payment to the underlying rights holders. For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com)

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