

NEWS RELEASE

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DRAGON BACKS NEW SEARCH TO SUPPORT UK GREEN ENTREPRENEURS

A new Accelerator programme launched today by entrepreneur and CEO of Hamilton Bradshaw, James Caan, is offering first class business support and access to multi-million pound funding for the UK's most innovative green entrepreneurs.

The Berti Green Accelerator programme, supported by James Caan's Hamilton Bradshaw Impact Partners (HBIP), is searching for three successful low carbon businesses to award six months of first-class business support from HBIP and the opportunity to receive funding of up to £1million from Berti Investments.

Whilst UK economic growth has substantially slowed since 2008, venture capital investment into the UK's cleantech sector increased in 2011 for the sixth year in a row, to over £350million¹. With considerable work still to be done to reach 2020 carbon reduction targets, significant opportunities lie ahead for green entrepreneurs.

Berti Investments believes the low carbon sector can drive impactful growth that serves a triple bottom line: profit, people and planet, but green entrepreneurs need access to the right kind of business support and finance in order for this to happen.

The Berti Green Accelerator programme is open to any conceptually good, low carbon UK business with growth potential and a proof of concept. The three successful businesses will have to demonstrate that their business aims to tackle climate change by sustainably reducing carbon emissions.

James Caan, founder and CEO of Hamilton Bradshaw said:

"The Berti Green Accelerator programme has been developed by Berti Investments and HBIP following a shared commitment to making a difference through impact investing. The programme combines my desire to seek out and support potential high growth businesses with my interest in impact investing.

"The impact investing market place is growing, but many entrepreneurs struggle to become investment ready due to lack of experience or knowledge about certain aspects of their business, such as financial or operational know-how. The Berti Green Accelerator programme tackles this by blending bespoke business support with access to capital. It's what we call intelligent capital."

Jeremy Leggett, Berti Green Accelerator judge and founder and Chairman of Solarcentury said:

"Renewable and efficient energy technology will have to replace fossil fuels far faster than most people currently anticipate. In the UK, we have the potential to source all of our primary energy from wind and marine technologies, but to do this we need an explosive growth in all renewable and efficient energy markets.

¹ Source: Cleantech Group LLC <http://www.cleantech.com/>

“The UK needs fast-growing domestic renewable energy businesses more than ever, and programmes like the Berti Green Accelerator, that provide investment and support for cleantech businesses, are vital for encouraging growth and stimulating this sector.”

Applications for the fund are now open with a closing date of 17th April 2012. Shortlisted candidates will pitch to a Dragons’ Den style panel of judges including James Caan, Jeremy Leggett (founding Director of Solarcentury), Michael Liebricht (Founding Director of Bloomberg New Energy Finance) and Jacques Tredoux (Berti Investments).

The Berti Green Accelerator is endorsed by a number of partners from the clean-tech and business support sector, including ecoConnect and Business in the Community’s Mayday Network. For further information or to apply go to www.bertiinvestments.com

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Notes to editors

For further information or interview requests please contact: Lisa Wimborne or Jessica Stacey at Matter&Co on 0208 533 8893 or email lisa@matterandco.com / jessica@matterandco.com

The Berti Green Accelerator, supported by Hamilton Bradshaw Impact Partners is an innovative programme that will annually award three successful cleantech businesses with six-months of first class business support and access to multi million pound funding. The programme is delivered by Berti Investments in partnership with Hamilton Bradshaw Impact Partners and with the support of Business in the Community and ecoConnect. www.bertiinvestments.com/berti-green-accelerator

Berti Investments is a social impact investment company investing in innovative, growing, entrepreneurial, UK-based businesses whose strategy focuses on reducing carbon emissions.

Although sustainable profit is important, Berti’s primary objective is the environmental impact of its investments. Powered by the Bertha Foundation, whose strategy focuses on social impact, Berti's investments focus on tackling climate change with all profits made being reinvested and not distributed to shareholders. www.bertiinvestments.com

Hamilton Bradshaw Impact Partners

Hamilton Bradshaw Impact Partners (HBIP) is a joint initiative between the James Caan Foundation (JCF) and the private equity business Hamilton Bradshaw. It exists to provide business expertise to social impact businesses to help them grow, scale, become sustainable/profitable and achieve their organisations’ mission, and to connect social impact businesses with investment in order to scale their operations and widen their impact. <http://jcf.digipapyrus.com/business-expertise>

ecoConnect

ecoConnect is Britain’s Green Industry Business Network, a not-for-profit national economic development agency formed to support and develop green industry (cleantech) businesses throughout the UK.

ecoConnect enables effective partnerships, connections and information for UK cleantech and functions as a hub for business support, investment, skills and dialogue. Since it’s

formation in 2009 ecoConnect has brought over 7000 delegates together at its expert forums, workshops and dragons dens for the betterment of the industry. It's register of over 18,000 green industry participants spans a wide range technologists, investors, corporates and service providers.

<http://www.eco-connect.org/>

Business in the Community's Mayday Network

Business in the Community (BITC) is a business-led charity working to promote responsible business practice with a membership of over 850 companies and more than 10,700 companies engaged in their campaigns globally. They offer members a range of practical information, tools, training and resources to help them transform their businesses and integrate responsible practices into their operations.

In 2007, BITC convened the Prince's Mayday Network calling upon UK companies to embark upon the journey to a more sustainable future. The Prince's Mayday Network aims to inspire, engage and support businesses to reduce their environmental impacts.

Business in the Community is one of the Prince's Charities, a group of not-for-profit organisations of which The Prince of Wales is President.

www.bitc.org.uk

www.maydaynetwork.com