



Origin successfully exits Cazana investment via sale to Cazoo.

Monday 6th September 2021

Origin portfolio business Cazana, a leading provider of vehicle transaction and pricing data, has been purchased by on-line car retailer Cazoo, for £25m in cash.

Origin invested in Cazana as part of a seed funding round in November 2018, since when the company has grown to more than 50 staff, including world-class data scientists and engineers, headquartered in London. The company's dataset covers over 500 million historic vehicle transactions from over 40 countries including the UK, Germany, France, Spain and Italy. Its tools are used by car manufacturers, lenders, fleet owners and insurers.

The exit generated a strong return for Origin investors, at c. 4x funds invested and over 40% IRR.

Alex Chesterman OBE, Founder & CEO of Cazoo said: "Cazana has built one of the leading data insights platforms in our industry. This acquisition will enhance our data capabilities and enable us to further optimise our buying and pricing of vehicles across the UK and Europe."

Tom Wood, CEO of Cazana said, "I am very proud of what we have built and what the Cazana team has achieved over the past few years. Cazoo has a clear vision and strategy to provide the best full stack car buying and selling experience across Europe and by joining forces, the Cazana team, data and products will continue to play a key part in accelerating the digital transformation of the industry."

For more information, contact Origin Capital at info@origingroup.co.uk

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