

## **YOU & MR JONES ANNOUNCES INVESTMENT IN PINTEREST TO TAP INTO THE PROMISE OF VISUAL SEARCH & MARKETER VALUE**

### **Global Brandtech™ Group Contributed \$20 Million to Visual Search Technology Leader's Series H Funding**

**NEW YORK, NY (October 17, 2017)** - [You & Mr Jones](#), the global brandtech group, today announced a new investment in visual search technology leader [Pinterest Inc.](#) The \$20 million investment was part of Pinterest's Series H fundraising round, which closed in June—totaling \$150 million.

This is the first investment that You & Mr Jones has made in Pinterest, confirming the brandtech group's firm belief in the future of the platform.

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**David Jones, founder, You & Mr Jones said:** "We're excited about our investment in Pinterest, a state-of-the-art visual discovery tool—and are even more excited about Pinterest's future. At a simplistic level, phase one of the internet economy was all about intent and monetizing tied to what people were intending to do. Phase two then built on this by adding an identity layer. We believe phase three is now taking things further than ever before, delivering the ability to tailor content for people via their interests. Pinterest sits firmly at the heart of this new interest economy. We have made a commitment to support and partner with technology companies that deliver unbeatable experiences for people. Pinterest, with its 200 million monthly active users, is clearly winning the hearts and minds of users, and as the company expands and grows we anticipate even greater opportunities for our brand partners."

– ENDS –

### **About You & Mr Jones**

You & Mr Jones is the world's first Brandtech group. Its mission is to help businesses build brands better, faster, and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to create, produce and share unprecedented amounts of content, the impending revolution in AI, AR, and VR and frustrated global companies looking for brand- and tech-literate partners.

Group clients include Unilever, Samsung, Airbnb, Netflix, Facebook, Accenture, Google, Sony, Coca-Cola, Coty, Richemont, Emirates, Mastercard, Diageo, Danone, AXA, Orange, Renault, Ferrero, Lacoste, BNP Paribas, Europcar, and Total.

You & Mr Jones is headquartered in New York and has offices around the world including San Francisco, London, Bangalore, Sao Paulo, Los Angeles, Shanghai, Sydney, Mexico City, Cape Town, Hong Kong, Frankfurt and Paris. Since launch they have made 16 investments, 4 acquisitions and launched 2 start-ups.

<http://www.youandmrjones.com>

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