

Tastemade Closes \$35 Million Series E Round of Funding; New Investors Include Amazon and Cool Japan Fund

Modern Media Company Sees Growth by Scaling Global Advertising Business, Rolling Out Linear Streaming Network, and Developing New Categories: Travel & Home/Design

SANTA MONICA, Calif., October 17, 2018 — Tastemade, Inc., a modern media brand that engages with Millennial audiences through award-winning lifestyle programming, mobile commerce, and real life experiences, today closed a \$35 million Series E round of funding. Led by Goldman Sachs Growth Equity (GS Growth), the dedicated growth investing team within Goldman Sachs' Merchant Banking Division, the round adds new investors Amazon and Cool Japan Fund. Existing investors such as Redpoint Ventures, Raine Ventures, Comcast Ventures, and Liberty Media also participated in the round.

“Tastemade has cemented its position as a leading lifestyle media brand for Millennials around the world,” said Larry Fitzgibbon, co-founder and CEO at Tastemade. “This funding will allow us to continue to develop a strong connection with our core audience through their passions for food, home & design, and travel, and bring new consumers into our worldwide community.”

Founded in 2012, Tastemade was an early pioneer in digital video programming for mobile-first consumers. It has since scaled its platform to become a global media brand that connects with consumers through a unique combination of digital, mobile and linear storytelling. The company has six studios across the world, including cities of Los Angeles, Sao Paulo, Buenos Aires, London, Paris, and Tokyo, with the goal of producing entertaining content that is created with local authenticity and then consumed globally. Tastemade has launched local language channels in each market and expanded sales teams, who work directly with local agencies and brands, resulting in over 500 domestic and global advertising campaigns with many of the world's leading brands.

The company has also expanded its distribution with the launch of Tastemade TV, its 24/7 linear streaming network featuring over 200 hours of original lifestyle programming. Tastemade TV is currently live on YouTube TV, Philo, Roku, Apple TV, Amazon Prime Video, the Tastemade App, and recently signed a deal to launch with T-Mobile video services later this year. Additional brand growth and momentum has been sparked by the addition of stand-alone Home & Design and Travel verticals, launched in Q4 2017. Already these two new verticals represent over 25% of advertising revenue for Tastemade, attracting blue-chip sponsors like Zillow and Target.

“Goldman Sachs is thrilled by the momentum Tastemade is seeing in its business, and we are excited to support the company in its journey to building a powerful consumer brand for Millennials around the world,” said Mark Midle of Goldman Sachs Growth Equity.

“Cool Japan Fund’s investment in Tastemade is perfectly aligned with our mission to promote Japanese food, travel, and design to Millennial consumers around the globe. This investment will enable Tastemade to scale its entertainment and ecommerce offerings from Japan, and leverage its unique storytelling capabilities to attract a new generation of fans of Japanese culture”, said Ken Matsumoto of Cool Japan Fund.

About Tastemade

Tastemade is a modern media brand inspiring the taste of a generation through entertainment, commerce and experiences. The company creates award-winning video programming in Food, Home and Travel, which appears on all major digital, mobile, streaming OTT and linear TV platforms. The company reaches a global audience of over 250 million monthly viewers, streaming 2.5 billion views, and has built an engaged, passionate, global community. Tastemade has won a host of awards for its innovative video programming. Based in Santa Monica, CA, Tastemade is funded by Redpoint Ventures, Raine Ventures, Comcast Ventures, Liberty Media, Scripps Networks Interactive, Goldman Sachs, Amazon, and Cool Japan Fund. For more information, visit Tastemade at: www.tastemade.com.

This press release does not constitute an offer to sell or a solicitation of an offer to buy securities of the company.

About Cool Japan Fund

Cool Japan Fund was founded in November 2013 as a public-private fund with the aim of supporting and promoting the development of overseas demand for excellent Japanese products and services. Cool Japan Fund aims to commercialize the “Cool Japan” and increase overseas demand by providing risk capital for businesses across a variety of areas, including media & content, food & services, and fashion & lifestyle

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