

PRESS RELEASE

Monday 6th October 2014



***TAXICODE NAMED AS WINNER
OF O2 SMARTA 100 BEST BRITISH
SMALL BUSINESS AWARD!***

Taxi-booking company Taxicode are named one of the UK's 100 most dynamic and innovative small businesses

- Hampshire based taxi-booking company Taxicode named as a Smarta 100 winner
- **Quotes** from **Ben Dowd** and **Shaa Wasmund** below
- **The competition:** The UK's most well-known small business awards
- **The judges:** Ben Dowd (O2 Business), Shaa Wasmund (Smarta), Gary Turner (Xero), Paul Lindley (Ella's Kitchen), Eamon Fitzgerald (Naked Wines), Al Gosling (Extreme Group), Charlie Mullins (Pimlico Plumbers), Lynne Franks (B.Hive), Polly Gowers (Give As You Live), Martin McCourt (Montagu), Matt Thomas (Smarta)
- **VOTING LIVE** for **£10,000** top prize 'O2 Smarta 100 Business of the Year'

Smarta.com and O2 Business proudly announce that Hampshire based business Taxicode is a winner of the 2014 O2 Smarta 100, the ultimate index of the UK's savviest, supremely disruptive, most resourceful and socially-beneficial small businesses.

As well as **Taxicode**, the Smarta 100 awards recognise different businesses in a wide range of fields, from frozen yogurt to exotic tours, peer to peer money transfer systems to cancer research. The awards are designed to celebrate business across the UK and recognise emerging companies and markets.

Each of the companies are now competing to be named the best in their category, with one business going on to be named the overall O2 Smarta 100 Business of the Year, winning a £10,000 prize.

Taxicode are nominated in the Mobile Business of the Year award.

In total, 2014's Smarta 100 are generating **revenues of over £70million a year** and employing more than 640 people. **More than a quarter are female-run businesses** and half are self-funded, with just 5% borrowing from a bank. 35% have taken angel, private equity or VC funding. The oldest company founder is 56; the two youngest are just teenagers at 19.

For more information about Taxicode, please visit:

www.taxicode.com

www.smarta.com/smarta100/2014/taxicode

Discover more business stories and view the full 100 below and here:

www.smarta.com/smarta100

Commenting on their inclusion in the Smarta 100, Taxicode Director Jonathan Kettle said:

"We're ecstatic to be named one of the Smarta 100 businesses! All of the winners are outstanding, inspiring companies, and it's fantastic to be among them. Taxicode has made some great leaps since launching, and the introduction of the Taxicode smartphone app earlier this year has helped push the company into the next level. We're very excited to continue evolving the business, and are always looking forward to seeing what the future will bring."

BEN DOWD, Business Director, O2 Business, said: "I'm thrilled to see so many innovative British businesses disrupting established companies, and taking advantage of digital technology to grow and thrive. The range of inspiring ideas on show throughout the O2 Smarta 100 proves the entrepreneurial movement in the UK is increasing in strength, and we will no doubt see the UK economy grow as a result."

SHAA WASMUND, Smarta founder, said: "The O2 Smarta 100 always showcases what is truly disruptive, innovative and engaging in the UK small business sector and this year has been no exception. Picking a winner will be no mean feat from what is a truly outstanding list."

GARY TURNER, Managing Director of Xero said: "Xero works hard to help small businesses grow and as part of this I'm excited to be a part of the judging panel to look through what is a brilliant selection of UK small businesses. Choosing an overall winner is going to be tough and I'm looking forward to being impressed by their achievements."

Voting is now under way to find the overall O2 Smarta 100 Business of the Year, winning £10,000 courtesy of O2

- The winner will be presented with their £10,000 prize - courtesy of O2 – at The Smarta 100 Awards final on Thursday 13 November at RIBA, 66 Portland Place in Central London.
- The evening will also see ten awards presented for the O2 Smarta 100 companies who won the public vote in their respective categories:
 - Most Innovative Business
 - Best Use of Technology

- Biggest Social Impact
 - Micro Business of the Year
 - Best Use of Marketing
 - Best People Business
 - Female Entrepreneur of the Year
 - Made in Britain
 - Mobile Business of the Year
- The shortlisted companies can be viewed at www.smarta.com/smarta100

Notes to editors

The judges

Ben Dowd (O2), Shaa Wasmund (Smarta), Gary Turner (Xero), Paul Lindley (Ella's Kitchen), Eamon Fitzgerald (Naked Wines), Al Gosling (Extreme Group), Charlie Mullins (Pimlico Plumbers), Lynne Franks (B.Hive), Polly Gowers (Give As You Live), Martin McCourt (Montagu), Matt Thomas (Smarta)

About Smarta

Smarta is the UK's leading online resource for start-ups, small business owners and entrepreneurs.

Smarta also operates *Smarta Business Builder*, a cloud-based toolkit offering accounts, website, email, legal docs and business planning software from a single web page from £20 a month.

Smarta was founded by Shaa Wasmund and is backed by some of the UK's top entrepreneurs, including Deborah Meaden, Theo Paphitis, Michael Birch and Sir Richard Needham. At the heart of everything we do is a commitment to encourage more people to start and grow successful businesses.

Smarta is supported by RBS, Intuit, NatWest and Mishcon de Reya.

www.smarta.com

www.smarta.com/businessbuilder

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About O2

O2 is the commercial brand of Telefónica UK Limited and is a leading communications company with over 23 million customers – read more about O2 at www.o2.co.uk/news

O2 runs 2G and 3G networks and was the first to trial 4G/LTE, reaching speeds of over 100Mbps, as well as owning half of Tesco Mobile. It also operates O2 Wifi, O2 Health, O2 Unify, O2 Media and has recently launched the O2 Wallet. O2 employs over 11,000 people in the UK, has 450 retail stores and sponsors The O2, O2 Academy venues and the England rugby team.

Telefónica UK Limited is part of Telefónica Europe plc which uses O2 as its commercial brand in the UK, Ireland, Slovakia, Germany and the Czech Republic and is a business division of Telefónica SA.

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FULL LIST OF WINNERS

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|-------------------------|--|---------------------------|
| 1. 3Beards | 28. Future Healthcare / Smart Beds | 53. Medical Supermarket |
| 2. A.M. Custom Clothing | 29. Gate8 Luggage | 54. Motoriety |
| 3. Amber Energy | 30. Give a Grad a Go | 55. NearDesk |
| 4. Archer and Parry | 31. Goodwill Solutions | 56. Nexus Engage |
| 5. Astrid & Miyu | 32. Grabble | 57. Nom Foods |
| 6. BoomPods | 33. Grabyo | 58. Nosy Crow |
| 7. Brand Gathering | 34. GrantTree | 59. One Minute London |
| 8. Breaking Free Group | 35. The Great British Pizza Company | 60. OnScroll Limited |
| 9. Burrito Kitchen | 36. Grip It Fixings | 61. Pact Coffee |
| 10. CaféPod | 37. Hairbond | 62. Payfriendz |
| 11. Caffè Cream | 38. Hardly Ever | 63. Pooch & Mutt |
| 12. Carrot | 39. Harmless | 64. Poppy's Funerals |
| 13. Carwow | 40. Heck Food | 65. Quill |
| 14. Cause4 | 41. Housekeep | 66. Rant & Rave |
| 15. Choc on Choc | 42. iGeolise | 67. Rebel Kitchen |
| 16. Clear Books | 43. Jealous Sweets | 68. Redeemia |
| 17. Clearly So | 44. Just Ingredients | 69. Roaming Roosters |
| 18. Coniq | 45. Karisma Kidz | 70. Rosalind Miller Cakes |
| 19. Dattch | 46. Launchpad Labs | 71. Rubies in the Rubble |
| 20. EeBria.com | 47. Lexie Sport | 72. Shopwave |
| 21. Filtered | 48. Lick | 73. Shortlister.com |
| 22. Flavourly Limited | 49. Liquiproof | 74. Sibling Distillery |
| 23. Free:Formers | 50. Love Moorish / The Little Smoke Food Company | 75. Sing Up |
| 24. FreeSpee | 51. LOVESPACE | 76. Slingshot Sponsorship |
| 25. Friska | 52. MatchPint | 77. Sonovate |
| 26. Frog Bikes | | 78. Sport Pursuit |
| 27. Frugl | | |

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| 79. Squawka | 87. The House Crowd | 95. Venteo |
| 80. Stare Into The Sun
Ltd | 88. The Mobile Pizzeria | 96. Venture Founders
Ltd |
| 81. Super Being Labs | 89. The Raw Chocolate
Company | 97. Venturespring |
| 82. SWIG Hip Flasks | 90. The Ribman | 98. Victor's Drinks |
| 83. Taxicode | 91. Therapy Box | 99. We Got Pop Ltd |
| 84. The Champion
Agency | 92. Two Fingers
Brewing Co. | 100. WhoCanFixMyCar.c
om |
| 85. The Chapar | 93. Urban Apothecary | |
| 86. The Flash Pack | 94. Urban Bundles | |

Discover more business stories and view the full 100 here: www.smarta.com/smarta100