

For immediate release to National Press:

****Fast Growing nature-data business secures £6.5m investment to scale-up its DNA-based bio-monitoring business ****

- Investment will help grow product range which provides data to businesses about their impacts on nature, using DNA left behind in water and soil.
- NatureMetrics Ltd set for rapid growth as businesses, investors and governments wake up to the need for good data on nature to drive a reversal in current rapid decline.
- The business, led by three female executives, secures Series A investment from ‘Green’ VCs and business angels.

Today NatureMetrics announces a £6.5m investment to expand its growing business delivering biodiversity data to business, NGOs and governments using DNA. The company surveys biodiversity at scale using tiny traces of DNA left behind in the environment by all species from bacteria to blue whales. Dr Kat Bruce, the company founder and CTO said:

“Forensic scientists have used DNA to identify individuals at crime scenes for years – now we can use our technology to identify the whole range of species, from bacteria to birds, present in the environment using small samples of soil or water. Our technology can identify tiny fragments of DNA left behind by species and pinpoint exactly which species it is from.”

The Investment round was led by Acuity Investments and investors include SYSTEMIQ, a consulting and investment firm that backs system-changing technology start-ups in the area of Nature, Climate and Materials and the Green Angel Syndicate. Irena Spazzapan, Partner in SYSTEMIQ said:

“we know we’re losing nature at a rapid rate but to date we’ve not had the ability to measure nature at scale to set global goals and to enable businesses to set targets and measure their progress. We can’t manage what we can’t measure. NatureMetrics can replace nets and traps



and binoculars with scalable, comprehensive monitoring technology to finally enable companies and investors to understand and manage their impact on nature.”

Also this week the business signed the deal with Innovate UK for a £250,000 grant to develop in-field detection methods for invasive species which have a significant negative impact on natural species populations. The opportunity to detect species directly in the field using similar technology to the lateral flow tests for COVID opens up a whole new world of possibilities for the business, including biodiversity conservation and disease monitoring that originate in nature.

NatureMetrics is run by three women: founder and CTO Dr Kat Bruce; CEO Katie Critchlow; and COO Dr Juliet Jones. The company currently employs 45 people including 23 PhDs but expects that to grow to over 70 by the end of the year.

The business has already processed tens of thousands of samples for clients all over the world, helping businesses and conservation groups to survey a wide range of environments from surveying ponds for infrastructure projects in the UK to coral reefs in Mozambique and providing data for environmental impact assessments for wind farms, hydropower and mines. Now it expects to move up the value chain beyond just on-site biodiversity monitoring to deliver nature data to ESG investors, consumer supply chains and governments.

CEO Katie Critchlow who is also on the advisory board of the All Party Parliamentary Group on Sustainable Finance added:

“Businesses are already working hard to set and measure Climate Change targets towards the global goal of Net Zero by 2050. Biodiversity is the next Carbon, but to date very little data exists on which to take decisions. NatureMetrics are supporting are creating a unique dataset on biodiversity and impact from around the world. We’re growing an exciting commercial business and also having a positive impact on nature by giving business biodiversity data with which to make better decisions.”

The investment will fund an expanded team of people to engage clients all over the world including North America, Africa and South East Asia, spanning existing client sectors such as

marine, mining and renewable energy to new sectors such as natural carbon storage projects and agriculture.

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Contact:

Katie Critchlow, CEO

07811732399

katie@naturemetrics.co.uk

Molly Czachur, Communications manager

07960971935

molly@naturemetrics.co.uk

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From left to right: CEO Katie Critchlow; CTO Dr Kat Bruce; and COO Dr Juliet Jones.



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METRICS**
DNA-BASED MONITORING



Nature Metrics Ltd
CABI site, Bakeham Lane,
Egham, Surrey, TW20 9TY

Telephone: +44 (0)2038767350
www.naturemetrics.co.uk



The NatureMetrics technologies were specially designed to put cutting-edge DNA techniques into the hands of environmental managers. Now, clients around the world are accessing better biodiversity data thanks to NatureMetrics' innovative DNA kits.

Notes to editors:

About NatureMetrics

NatureMetrics was founded in 2014 by Dr Kat Bruce, Prof. Doug Yu and Prof. Alfried Vogler – molecular ecologists who were among the pioneers of DNA-based biodiversity assessment. Their research provided some of the earliest demonstrations of the power of molecular methods for species and ecosystem monitoring, showing how these tools could revolutionise the world of environmental management. However, they became increasingly certain that this potential would only be realized if the tools were accessible to environmental managers in a standardised way through a commercial service.

Thus, NatureMetrics was born to bridge the gap between molecular ecologists and environmental managers. Our diverse team of specialists now straddle the worlds of applied ecology, academic research, environmental policy, industry standards and biodiversity conservation. We see ourselves as playing a major role in developing a new industry – laying robust foundations for growth by working collaboratively with all stakeholders to demonstrate and validate our methods, building trust, confidence and understanding so that we can accelerate collective understanding and protection of the natural world.

Biographies of our Exec Team:



Dr Kat Bruce: Founder and Chief Technical Officer

Kat is one of the global leaders in applying DNA-based biomonitoring to industry. With a PhD in tropical ecology and DNA metabarcoding, Kat is a technical expert in these fields and sits in a range of multistakeholder platforms for DNA-based monitoring, including the UK DNA Working Group Steering Group, the steering committee of the UK Business and Biodiversity Forum and leading the EU COST Action project DNAqua-Net where she works to establish best practice for the use of aquatic DNA monitoring tools. Her particular interest lies in connecting research, industry and policy to drive forward advances in our capacity to monitor the natural world.



Katie Critchlow: CEO

Katie has 18 years' experience in corporate strategy, innovation and partnership development. With M&S, Katie led a team developing global sustainable products and supply chains. With WWF, Katie helped to deliver a Green Economy Strategy for Borneo working with the high impact sectors and their customers and financiers. Katie has experience running green start-ups in the energy and biosciences industries and also sits on the Advisory Board of the All Party Parliamentary Group on Sustainable Finance which she joined after spending a year advising its Chair, Sir Ed Davey on Green Finance policy. Katie has a vision to revolutionise nature data provision across industries to benefit people and nature.



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Dr Juliet Jones: Chief Operating Officer

Juliet has spent 13 years in the academic and biotechnology sectors, working in a range of drug discovery projects and holds a PhD in Cancer Biology. Her background as a molecular biologist gives Juliet a wealth of experience working in research and biotechnology laboratories. Having worked with DNA in lots of different ways, Juliet is now applying that range of skills to the operations of NatureMetrics. Juliet ensures our science and services are delivered to our signature high standard. Juliet continues to build strong foundations for business success with high-quality facilities and workflows.

Examples of projects we have recently worked on:

Anglo American - Anglo American was able to revolutionise how they evaluate risk, monitor compliance with environmental regulations, and support target setting and monitoring progress towards corporate biodiversity targets using our DNA-based tools.

<https://www.naturemetrics.co.uk/2021/05/14/how-water-can-help-fingerprint-species-at-our-mines-by-anglo-american/>

WWF Peru - NatureMetrics was able to map over 650 vertebrate species across a 500km landscape stretching across the Northern Peruvian Amazon by analysing DNA in water samples while working with WWF in Peru. This included over 300 species of fish and 150 species of mammals, including a wide range of land-based species (such as jaguars, tapirs, and monkeys) whose DNA had been washed into the river.