

Press Release

CROSSENGAGE CLOSES NEW FUNDING ROUND

- **Berlin-based MarTech start-up convinces new investor Vorwerk Ventures**
- **Earlybird joins new round as one of the leading investors**

Berlin, November 1, 2017 – The Berlin-based marketing technology company CrossEngage today announces the closing of a new 5 million euros funding round. After its successful foundation in July 2015 and subsequent 7-digit seed financing round at the beginning of 2016, the company has now attracted new investors and additional ownership interests from existing shareholders. The new round of financing is led by Vorwerk Ventures a new shareholder, as well as an existing investor Earlybird Venture Capital. Existing investors Project A, VC Fonds Kreativwirtschaft managed by IBB Beteiligungsgesellschaft, Cavalry Ventures, 42 Capital, Capnamic Ventures, Ventech and TA Ventures are also increasing their holdings.

In the last two years, the Berlin-based company has focused on product development and grown to be one of the leading customer data platforms on the German market. CrossEngage technology enables advertisers to reach their target audiences through individualised messages as well as automated selection and combination of marketing channels. User data from online and offline marketing channels are summarised and evaluated in real time. This enables marketers to immediately implement consistent campaigns across all marketing channels. Customers such as Contorion, BodyChange, HelloFresh and Deutsche Bahn Vertriebs GmbH are already working successfully with the CrossEngage solution.

The company managed by the two founders Dr. Markus Wübben and Manuel Hinz is using the new capital to continue the development of its technology besides expanding their international business. Further optimisation of the platform will lead to an even more effective cross-channel marketing approach also on international level by applying artificial intelligence. CrossEngage has already been active on the UK market since September 2017. Dan McKinnon, Head of Sales UK, is leading the customer expansion in London.

US market researcher Gartner published its annual analysis report on business technologies in August 2017. After analysing 32 trends in the "Hype Cycle for Digital Marketing and Advertising", Gartner stated in last year's report that customer data platforms are an up-and-coming and innovative solution for marketers. In the current report, the market researcher emphasises the benefits of bundling all customer data within a customer data platform as the basis for effective and flexible marketing. The challenge and pressure for the marketers to have a 360° customer view for a relevant and personalised cross-device and cross-channel approach is currently at its peak. CrossEngage is the pioneer in the German market for this trend.

Norbert Muschong, General Manager at Vorwerk Ventures, comments: "We see strong growth potential in CrossEngage and are convinced by its technological know-how. We believe that the start-up's technology can also compete internationally and we are therefore very optimistic that the company will continue to establish itself strongly in the coming year".

Dr. Florian Heinemann, co-founder and managing director of Project A, adds: "Within the last two years, CrossEngage has developed an effective and competitive MarTech platform, which offers real orchestration of marketing tools and, above all, has already convinced well-known customers. We are pleased about the success and look forward to continuing to accompany the Berlin team on its way into the international market"

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About CrossEngage

CrossEngage is a leading customer data platform for cross-channel campaign management. The technology enables customer loyalty and thus increases marketing profitability through personalised, real-time campaigns across all channels. Customers include Deutsche Bahn Vertrieb, HelloFresh, Contorion, BodyChange, Stylefile, Friendsurance and Mycs. The investor base consists of Vorwerk Ventures, Project A, Earlybird Venture Capital, the VC Fund Kreativwirtschaft managed by IBB Beteiligungsgesellschaft, Capnamic Ventures, Ventech, 42 Capital and Cavalry Ventures as well as numerous renowned business angels. The Berlin location currently employs 45 people. www.crossengage.io

About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. With over EUR 850 million under management, six IPOs and 22 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

Further information is available at: www.earlybird.com, Twitter: <http://www.twitter.com/EarlybirdVC>, LinkedIn: www.linkedin.com/company/earlybird-venture-capital or Facebook: www.facebook.com/EarlybirdVC.

Press Contact Earlybird

Catrin Schmidt
+49 30 46 72 47020
press@earlybird.com

Press Contact CrossEngage

Schoesslers GmbH
Juliane Scherf
+49 30 555 73 05 11
+49 151 62 50 16 35
juliane.scherf@schoesslers.com