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for immediate publication

Investment in Five Further Startups with a Focus on FinTech

- *With nearly 40 active holdings currently, German Startups Group affirms its status as one of the most active venture capital investors in Germany*
 - *Delivery Hero achieves value increase*

Berlin, 11. February 2015: Over the last six months, German Startups Group, an entrepreneurial holding company and venture capital provider in Germany's flourishing startup ecosystem, has invested in three FinTech companies as well as the AdTech startup *Remerge* and the business solutions company *DemoUp*. The FinTech companies in question include *Savedo* and an asset management startup, which is still operating in 'stealth mode'. German Startups Group has also reached an agreement to invest in *CRX Markets*, a supply chain finance platform, in the near future. After two and a half years of activity, German Startups Group has already assembled nearly 40 stake holdings and is considered one of the most active venture capital investors in Germany. For these reasons, industry analyst CB Insights ranks German Startups Group as fourth most active VC and thus even second most active private VC in Germany since 2009 in a recently published study.

Christoph Gerlinger, CEO of German Startups Group, on the focus topic of FinTech in the most recent batch of investments: "Investments in financial sector startups are at their highest level since the year 2000 for good reason. Through their disruptive products, processes, and business models, FinTech startups will challenge long-established finance providers for their business, especially banks."



A brief summary of German Startups Group's new holdings:

- **CRX Markets** is a supply chain finance platform that allows suppliers to sell claims against their clients, i.e. to securitize the bundled claims, without the involvement of an intermediary, e.g. a factoring bank, and to automatically trigger a bidding contest between institutional investors as sellers in order to maximize revenue from the sale of the claims and ensure that money is received earlier. The customers benefit from a stabilized supply chain and the optimisation of circulating assets. Furthermore, the marketplace created by CRX Markets also offers companies, banks, and investors attractive investment opportunities through its transparent structure and competition-oriented methods.
- **DemoUp** offers B2B software for the creation and distribution of video content. DemoUp's goal is to improve the e-commerce experience through the use of video to help customers better understand the functionality of a product. It allows a company to address customer questions and therefore significantly improve conversion rates. To support this, DemoUp offers online shops and brands an end-to-end solution that not only provides video creation, but also hosting, integration, and comprehensive conversion tracking.
- **Remerge's** mission is to empower app developers to further accelerate user and revenue growth through an integrated app-retargeting platform using audience management tools with access to over 50,000 apps. The Remerge platform allows app users to be segmented into specific target groups, which can then be reached in different apps by way of real-time display advertising with customized campaigns globally. This reduces scatter losses and therefore increases the advertisers' impact as well as the revenue of the app publisher by increasing the click rates.
- **Savedo** is an independent marketplace for fixed-term deposits in Europe. The finance portal offers German investors the opportunity to invest their money in fixed deposits with above-average interest rates in the euro area. A team of approximately 20 experts works to identify the best European fixed-term deposit offerings for their customers, so investors can invest their capital in the best fixed deposits free of charge and without hassle. Savedo is the first startup from the new FinTech company builder FinLeap.



- The startup in 'stealth mode', which has not yet been named, seeks to replace the costly active asset management process that is currently carried out by financial advisers with an intelligent and cost-effective software algorithm. The FinTech company creates a tailor-made portfolio with balanced opportunity/risk profile for each user - regardless of the amount of their invested capital - based on their investment objectives and risk tolerance. The portfolio is automatically and continuously rebalanced according to the changes in stock prices.

The broad portfolio of German Startups Group is producing good newsflow. Most recently, there has been news about Delivery Hero: Rocket Internet has acquired a 30% stake in the food delivery platform, establishing a new, appreciably higher company value.

Press material, such as our logo and management photos, can be found at:
<http://gsg.vc/index.php/press/#materials>

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German Startups Group - We Love Startups!

German Startups Group is an entrepreneurial holding company that supports the set-up, development, funding, and - when the time is right - exit of young growth companies by providing them with business expertise and capital. By analysing technology trends and market developments, our team identifies, across a wide range of sectors, talented entrepreneurs with disruptive products or business models and high scalability, to which we have early access thanks to our close connections in the startup ecosystem. Our investments, of which there are currently more than 40, constitute a stage-agnostic cross-section of, in our view, promising "startups made in Germany".

More information: <http://www.german-startups.com>