

Successful Seven-figure Funding Round for Provider of SaaS Customer Loyalty Platform

Loyalty Prime Intensifies Its International Growth

Munich, November 29th, 2018. The Loyalty Prime Group, a leading provider of SaaS-based loyalty platforms, has completed another seven-figure funding round. The investors are Bayerische Beteiligungsgesellschaft (BayBG), which is a new investor in the company, and the existing consortium of investors - including Senovo, UVC Partners and business angel Alexander Bruehl - that has been in place since 2017 and is now further increasing its involvement. The capital is mainly being invested in Loyalty Prime's rapid international expansion, especially in the USA, as well as within product innovation and development.

High-performance IT solutions to run loyalty programs continue to be in strong demand by companies around the globe. It is a billion-euro market, in which the SaaS company Loyalty Prime, based in Munich, London, Atlanta and New Delhi, is continuously expanding. With its award-winning enterprise SaaS platform 'Prime Cloud', Loyalty Prime provides medium to large enterprises around the world with a uniquely flexible solution to quickly and efficiently set up and profitably run loyalty programs of any type and complexity.

Since it was founded by the two customer loyalty and IT experts Christoph Straub and Kunal Mohiuddin in 2014, Loyalty Prime has won numerous blue chip companies from a wide variety of industries (including retail & e-commerce, travel & hotel, automotive, TV & entertainment as well as consumer goods) as satisfied customers. After another successful financial year in 2018, which for example witnessed an increase in revenues of 80 percent, the market entry in the USA and a doubling of customers, Loyalty Prime has now secured a solid financial basis for its rapid international expansion and product innovations in 2019.

The funding round is financed by BayBG, which newly joins the consortium of renowned Loyalty Prime investors, as well as Senovo, UVC Partners and angel investor Alexander Bruehl, who have been backing the successful development of Loyalty Prime's enterprise loyalty products since 2017.

About Loyalty Prime

With its award-winning Prime Cloud enterprise SaaS platform, Loyalty Prime provides medium to large enterprises around the world with a uniquely flexible solution to quickly and efficiently set up and profitably run omnichannel loyalty programs of any type and complexity (of course GDPR-compliant if/as required). In addition to Prime Cloud's rich feature-set, clients also benefit from Loyalty Prime's extensive customer loyalty consulting expertise. Since the company was founded in 2014, its currently 80-strong, international team has helped numerous blue chip companies from a wide range of industries establish some of the leading reward programs in their respective industry sectors.

www.loyaltyprime.com

About Unternehmertum Venture Capital Partners

Unternehmertum Venture Capital Partners (UVC Partners) is a Munich-based early-stage venture capital firm that invests in technology-based startups in the areas of industrial technologies, enterprise software and mobility. The fund typically invests between € 0.5 - 3m initially and up to € 12m in total per company.

Portfolio companies benefit from the extensive investment and exit experience of the management team as well as from the close cooperation with UnternehmerTUM, Europe's leading innovation and business creation center. With over 180 employees and more than 100 industry partners, UnternehmerTUM can draw from many years of experience in establishing young companies. This cooperation enables UVC Partners to offer startups unique access to talent, industry customers, and other financial partners. The portfolio includes investments such as FlixBus, Carjump (Free2Move), KONUX, Blickfeld, 3YOURMIND and Vimcar.

www.uvcpartners.com

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UnternehmerTUM –

Europe's leading Center for Innovation and Business Creation

UnternehmerTUM is a unique platform for the development of innovations. UnternehmerTUM actively identifies innovative technologies and initiates new business through the systematic networking of talents, technologies, capital and customers.

UnternehmerTUM offers founders and startups a complete service from the initial idea to IPO. A team of 240 experienced entrepreneurs, including scientists and investors, supports startups with business creation, market entry and financing – also with venture capital. For industry partners, UnternehmerTUM is a central platform for cooperation with new companies, and for expansion of their innovative strength and culture.

UnternehmerTUM was founded in 2002 by the entrepreneur Susanne Klatten and is the leading center for innovation and business creation in Europe.

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