

MEDIA INFORMATION

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Data-based marketing for the automotive industry

VEACT has new lead investor Seventure Partners and co-financier UnternehmerTUM Fund

- Successful completion of Series A financing of over 2.75 million euros
- Existing investors Senovo and KFW recommit
- Focus on product development and sales expansion
- VEACT software increases efficiency of marketing campaigns for car dealerships, repair shops and automakers
- Customer base more than doubles in one year

Munich. 26 October, 2015. Today the Munich-based VEACT GmbH, which specializes in the automation of marketing processes for car dealerships, repair shops and automakers, announced that it has successfully completed a Series A financing round totaling 2.75 million euros. The financing round was led by the renowned international investment company Seventure Partners, with additional funding from co-investor UnternehmerTUM Fund and existing VEACT venture capital stakeholders Senovo and KFW.

“We intend to make massive investments in product development and continued growth of our sales operation. And for the coming year, we are planning our expansion into other European countries. Therefore, we require capital to drive additional growth and open up new markets,” says VEACT’s Managing Director Philipp Posselt. “In addition to their tremendous financial strength as investors, Seventure Partners and UnternehmerTUM Fund have also gained industry experience through their successful involvement in the high-tech and software sector. This makes them ideal partners for VEACT.”

VEACT’s European target market is comprised of around 380,000 car dealerships and repair shops with after-sales revenues of more than 170 billion euros. With its web-based marketing suite, VEACT makes it possible for car dealerships to increase the efficiency of their marketing campaigns, thus raising the profit margin. The young company has also developed a software-as-a-service platform (SaaS) to analyze and automate marketing processes within the car sales industry that has now been successfully adopted by hundreds of dealerships and automakers. VEACT customers earn an average of 18 euros in campaign sales for every euro they invest in marketing.

Philipp Posselt: “You could describe our software as a ‘self-learning system’: With each campaign, the reliability of the forecasts for future marketing activities increases. Our software enables the car dealership to locate exactly

the right timing to approach the ideal customers with the ideal product. Based on customers' past buying behavior, it also calculates which other products have the highest purchase probability. Dealership employees can literally launch customized customer communication 'with the push of a button'. And at the end of every campaign, there is precise performance monitoring."

Dr. Wolfgang Krause, Partner at Seventure Partners, said: "For us as pioneers of investments in digital B2B market leaders in providing innovative services and SaaS solutions, VEACT fits very well into our portfolio. The VEACT team has developed the leading marketing platform for car dealerships and built an impressive customer base. The VEACT solution is on the way to fundamentally disrupt this billion-euro market."

"We've known the team since its early days," said Johannes von Borries, Managing Partner of UnternehmerTUM Fund. "VEACT successfully exemplifies the evolution from pure SaaS model to managed services offering customers cloud intelligence that includes the efficient outsourcing of entire processes. The team is very well positioned to tap this large market potential."

In the past twelve months, VEACT has more than doubled its customer base to over 500 car dealership locations.

About VEACT

VEACT GmbH develops and sells a software-based platform for the digitization of marketing processes in the automotive industry. With "self-learning" technology and broad automobile expertise, VEACT supports its customers in making their marketing and sales processes more efficient through data. VEACT uses all available data sources – invoices, service histories, satisfaction surveys and campaign data – and compresses it into one customer profile. The goal is to qualitatively process this information to create individual customer profiles and recommended courses of action (*predictive customer intelligence*). Car dealerships and automakers profit from lower process costs, improved customer loyalty and the resulting revenue increases.

About Seventure Partners

Established in 1997, Seventure Partners is a key player in European venture capital with more than € 500 million under management. As an active partner of French and European technology firms with strong growth potential, we finance the development of innovative companies in two areas: Information and Communication Technology (ICT) and Life Sciences (LS). Seventure is an established European lead investor. With more than twenty employees, including about fifteen in the investment team, Seventure Partners has demonstrable in-depth expertise in many areas of technology, entrepreneurship, fund raising and corporate finance. Seventure has built an impressive investment track record over more than 10 years. The team has completed over 50 exits, 15 of which were IPOs. Seventure Partners supports wealth creation and technological development in Europe: our active support has enabled the creation of over 3500 jobs directly.

About UnternehmerTUM Fund

UnternehmerTUM Fund, Garching (Munich), invests in young technology companies across Germany in the fields of information and communications technology, medical technology and clean-tech. Portfolio companies benefit from UnternehmerTUM's longstanding experience in developing young companies. The UnternehmerTUM Fund has in-house industry experts and a unique network of connections in industry and to other venture capital investors. EIF, ERP and CIP: The UnternehmerTUM Fund is supported by the European Investment Fund (EIF), the European Union via its Competitiveness and Innovation Framework Programme (CIP), and the ERP-EIF and LfA-EIF funds-of-funds.

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