



Press Release International

One of Europe's largest fundraising rounds for Software as a Service (SaaS)

BrandMaker prepares for further growth with more than 30 million US dollars of capital

Karlsruhe/Munich, 23 September 2014 +++ BrandMaker GmbH, leading European provider of Marketing Resource Management (MRM) systems, is readying itself for further growth with over 30 million US dollars (23 million Euros) of capital. Its investors are PINOVA Capital, an independent private equity firm based in Munich, and a fund run by L-Bank (State Development Bank of Baden-Wuerttemberg), which specializes in high growth technology companies. The reason for the investment: Marketing Resource Management is one of the key technologies that has fundamentally changed the marketing industry in recent years. Due to the large number of communication channels now available and more precise targeting of individual groups possible, modern marketing is a discipline largely driven by technology. Efficient workflows, transparent results and the automation of repetitive processes are no longer seen as mutually exclusive, but rather as prerequisites for effective and creative communication.

So solutions such as those provided by BrandMaker can help marketing efforts gain greater strategic importance within companies and create the foundation for all-important marketing automation. Today marketing technology is one of the most business-critical applications in many industries.

Marko Maschek, co-founder and partner at PINOVA Capital says: "Marketing technology is a highly dynamic market with fantastic growth opportunities. Software as a Service (SaaS) is the preferred delivery model in this sector, and BrandMaker's Marketing Efficiency Cloud is the right product at the right time. We are looking forward to supporting BrandMaker's continued success."

Maschek continues: "The company has everything needed to extend its leadership position in the MRM market, not just in Europe, but across the globe. The current financing will be used to further develop the technology, set new standards in the industry, and to continue international expansion, focusing particularly on the development and growth potential in the United States. BrandMaker's office in Atlanta is enjoying great success, winning a number of very important customers in a short period of time."

BrandMaker's solutions help companies to organize and monitor their marketing campaigns, maintain a consistent brand presence and to prepare and adapt relevant marketing content. BrandMaker's Marketing Efficiency Cloud includes modules for brand management, marketing planning, and campaign control; digital asset management, the automation of advertising material production and advertising logistics; as well as for advertising performance evaluation and local area marketing.

BrandMaker has exhibited above market sales growth over many years. Gartner, the global information technology research and advisory company, has named BrandMaker as a Leader in its Magic Quadrant for Marketing Resource Management for the third year in a row.

Well-known companies that use BrandMaker solutions in their communications and marketing departments include: AkzoNobel, Audi, Bayer, Butlers, Carl Zeiss, Commerzbank, DB Schenker, Ernst & Young, GLS, Hewlett Packard, HRS, Humana, Kyocera, Maybank, MetLife, Michelin, Oerlikon, Qiagen, Pandora, Roche, SEW Eurodrive, UBS, Volkswagen and ZF Friedrichshafen.

BrandMaker is headquartered in Karlsruhe, Germany and employs more than 185 people. It has built a global partner network, opened branch offices in various European countries, as well as BrandMaker Inc., which is headquartered in Atlanta, Georgia, to support BrandMaker's international customers.

Mirko Holzer, CEO and co-founder of the company together with Sven Schäfer, explains: "There are a number of competitors in each of our market areas, but none connects the fields of application using a single, holistic solution - a decisive feature for medium and large customers. We believe that with BrandMaker, we can contribute to the excellent reputation that 'Business software, made in Germany' enjoys across the globe."

About BrandMaker

BrandMaker is the leading provider of Marketing Resource Management Systems (MRM) in Europe. Established in 1999, the company develops and markets sophisticated software solutions for the marketing communication of medium-sized and larger organizations. Leading analysts position BrandMaker as a "Leader" in the MRM sector and count the company among the world's fastest-growing providers.

BrandMaker's Marketing Efficiency Cloud is an extensive solution suite and can be operated either in a private cloud or as an internally-hosted client-server installation. Among other things, it includes modules for brand management, marketing planning, and campaign control; digital asset management, the automation of advertising material production and advertising logistics; as well as for advertising performance evaluation and local area marketing.

Well-known companies that use BrandMaker solutions in their communications and marketing departments include, among others: AkzoNobel, Audi, Bayer, Butlers, Carl Zeiss, Commerzbank, DB Schenker, Ernst & Young, GLS, Hewlett Packard, HRS, Humana, Kyocera, Maybank, MetLife, Michelin, Oerlikon, Qiagen, Pandora, Roche, SEW Eurodrive, UBS, Volkswagen and ZF Friedrichshafen. BrandMaker is headquartered in Karlsruhe, Germany and employs around 185 people. This is extended by a global partner network supporting branch offices in various European countries, and BrandMaker Inc., which is headquartered in Atlanta, Georgia.

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About the L-EA SME Fund run by L-BANK (State Development Bank of Baden-Wuerttemberg)

The size of L-Bank's L-EA SME Fund currently stands at Euro 500 Million. Its investment focus is established SMEs. A tranche of Euro 50 Million is reserved for high growth technology companies (Venture Capital portfolio). In recent years L-EA has invested in successful firms such as Netviewer, BEONTRA and legodo.

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About PINOVA Capital

PINOVA Capital is an independent Private Equity firm focusing on high-growth Engineering and Services companies in German speaking Europe.

The fund invests equity between € 3 million and € 15 million, taking minority and majority positions in companies within a revenue bracket of € 10 million to € 75 million.

PINOVA Capital was founded by Marko Maschek, Martin Olbort and Joern Pelzer, who have longstanding experience in Private Equity, an entrepreneurial Mittelstand background and an international network.

PINOVA Fund I currently holds investments in nine companies (BrandMaker GmbH, CLARUS Films GmbH, deconta GmbH, fabfab GmbH, Hemoteq AG, INVENT Umwelttechnik AG, Norafin Industries GmbH, Utimaco GmbH and WENDT SIT GmbH & Co. KG).

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