

## PRESS RELEASE

### **Series A funding: POSpulse receives seven-digit investment**

- **Intermedia and Mobile Ventures are investing in POSpulse**
- **International expansion and investment in the analytics platform aim to foster further growth**
- **POSpulse identifies shopper insights in brick-and-mortar retailers**

*Berlin, January 7, 2016* – Point-of-sale analytics provider POSpulse ([www.pospulse.com](http://www.pospulse.com)) has acquired some new investors. The recently founded Berlin-based company has received a seven-digit investment in a series A funding round. The investors include Medien Union GmbH, one of Germany's leading media companies, and cellphone provider Drillisch AG, as well as several other business angels. The startup, founded under the umbrella of etventure, received funding from the largest German early-stage investor, the High-Tech Start-Up Fund (HTGF) as early as 2014.

Medien Union has invested via its subsidiary Intermedia GmbH, which operates as a holding company in the fields of specialist information, retail, and online/mobile services. Drillisch AG is investing in POSpulse via its venture capital company Mobile Ventures GmbH. The funding will be used to launch the product in other international markets, following on from the core regions of Germany, Austria, and Switzerland. The in-house market research and analysis technology will also be further developed.

#### **Market research in real time at point of sale**

Consumer goods manufacturers and retailers need to know their customers in order to address them successfully in the purchasing process. POSpulse uses its novel concept to analyze shopper insights at point of sale. This identifies the awareness and shopping behavior of actual consumers in real time using mobile market research assignments via the “ShopScout” smartphone app and translates these into easily understandable recommended actions for companies in trade and industry.

“In our role as a venture capital company, we are always on the lookout for new, innovative and sustainable business models. The POSpulse app-based analysis technology enables retailers to obtain completely new insights into the purchasing behavior of their customers and provides transparency that retailers have only previously achieved in the e-commerce field. This idea convinced us to invest,” explained Juliane Hahn, Investment Manager at Mobile Ventures.

Dominic Blank, founder and CEO of POSpulse, added: “We are delighted that well-known investors have once again confirmed that we are on the right tack. The funding is an important foundation for our further, sustained business development. This fresh capital will enable us to make our analytics tool even more powerful and intuitive for our corporate clients, so they can maximize their revenue at point of sale. Even now we are faster, and more flexible and transparent than established market research companies.”



Dominic Blank, founder and CEO of POSpulse

**About POSpulse:**

POSpulse is a point-of-sale analytics company that helps retailers and manufacturers in Europe to achieve more transparency and excellence at POS. Using a panel of real shoppers (“ShopScouts”), POSpulse analyzes promotional images, shopping experiences, product placements, and competitor campaigns in order to show corporate clients the specific potential for optimization virtually in real time. Corporate clients include Procter & Gamble, Prestige, Dr. Oetker, MARS, STORCK, and Vodafone. POSpulse was founded under the umbrella of startup builder and digital consultant etventure. Investors include the High-Tech Start-Up Fund (HTFG). The company is based in Berlin. [www.pospulse.com](http://www.pospulse.com).

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