

Press release

quantilope raises \$8 million to democratise advanced consumer research in funding round led by Dawn Capital

Hamburg/London, November 5th, 2018 Consumer insights tech startup quantilope today announced that it has raised an additional \$8m in Series A funding, led by Dawn Capital, Europe's largest B2B software-focused venture capital fund. Existing investors Senovo and Surplus also participated in the round. This brings the total funding amount for the Hamburg-based SaaS startup to more than \$12 million.

This latest round of funding will be used to further develop quantilope's software, increase its usage across organisations and expand its technological platform to a broader range of users outside Germany.

quantilope has been built by leading market research academics and experienced marketers to bring the most sophisticated market research analytics into the hands of the business user, and is revolutionising a market valued at 44 billion US dollars. quantilope's software provides real-time insight into consumer behaviour and enables large corporations, particularly in the consumer goods sector, to become more agile and consumer-oriented against a backdrop of increased digitalisation and emerging new business models. To date, quantilope is used by more than 100 companies.

Successful global consumer goods giants such as Unilever or L'Oreal are restructuring their organisations so they can respond faster to changing consumer needs. However, the traditional approach to market research takes significant time (weeks to months) to obtain direct feedback from customers, allowing competitors to take advantage in the meantime. By using quantilope's end-to-end, automated SaaS tool, innovative businesses can generate valuable and highly granular insights in a matter of days, while also maintaining quality and reliability. This not only allows companies to constantly learn about evolving consumer needs but also results in cost savings of 50-70% in product development.

Peter Aschmoneit CEO and Co-Founder of quantilope, said: "We are now empowering users across organisations to make insight-driven decisions in areas such as demand planning for eCommerce stores, car design for automotive manufacturers or marketing at consumer products firms".

Markus Grundmann, Partner at Senovo, said: "We see a strong trend for decisions in organisations across all industries to be more data-driven, which explains the extraordinary success of quantilope in the field of market research and beyond".

"quantilope makes sure the voice of the consumer is heard when directional decisions are made", added Norman Fiore, General Partner at Dawn Capital. "In our conversations with Consumer Goods executives, it became clear that they are looking to dramatically reduce the time to market for new products. From new product choice to packaging to marketing strategy, quantilope is allowing rapid market research iterations to ensure market success."

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Pictures and further information can be found on our website:

<https://www.quantilope.com/en/press>

About quantilope

quantilope is a software company that enables agile, customer-centric business management with its Agile Insights technology. The highly innovative, award-winning all-in-one software makes it easier for companies to put their customers'; and consumers'; relevant needs center stage in all that they do.

quantilope can be used flexibly to provide support with all corporate decisions. It offers intelligent, automated tools based on the latest quantitative market research methods combined with machine learning and artificial intelligence. The tools are suitable for questions from marketing, product management, demand planning, HR, business development and consulting. Agile teams can use the Agile Insights software to manage the entire insights process on a single platform, from questioning, panel management and data collection to professional insight analysis, visualization and communication. This allows companies to easily understand and measure their customers' requirements in real time and to use these important findings when making decisions.

Developed in 2014 by internationally renowned scientists and experts from the fields of market research, marketing, data science and IT, quantilope has been impressing well-known companies, agencies and institutes ever since.

About Dawn Capital

Dawn Capital is a leading early stage VC firm run by entrepreneurs that invests in B2B scale ups across Europe. It supports Enterprise Software and FinTech companies founded by exceptional teams that develop world-leading technology to improve business value chains and productivity. Dawn Capital works closely with startups that seek operational support and capital as they expand internationally. Dawn Capital invested early in and successfully exited Mimecast (NASDAQ: MIME), a cybersecurity company founded in 2003 that is currently valued at \$2 billion. Other portfolio companies include iZettle (recently sold to PayPal for \$2.2 billion), Collibra, Gelato, Showpad, Templafy, Automile, and Bitmovin.