

PRESS RELEASE

aifora: 3 million euros for the retail revolution

- Retailers lack the tools to profitably use customer, turnover and sales data - aifora uses AI to optimise prices and inventories across channels and automate underlying processes
- Early-stage investor Capnamic Ventures invests in groundbreaking Merchandising Optimisation Platform
- aifora plans to further develop its technology and expand into new markets

Düsseldorf, 01.02.2019 – The early-stage investor Capnamic (www.capnamic.com) is investing three million euros in the merchandising optimisation platform aifora (www.aifora.com). The financing is primarily intended for the further development of aifora's product and technology, as well as for expansion into new markets.

"The big online pure players have greatly changed the demands of customers - everything has to be available everywhere, instantly and at the best price. aifora gives retailers a powerful tool to satisfy these expectations quickly and easily," says Jörg Binnenbrücker, Managing Partner at Capnamic Ventures. "In addition to the team and the product, we were particularly impressed by the impressive customer base that aifora already has only one year after its foundation."

aifora promises its customers increases in sales, turnover and earnings while at the same time reducing inventories - and this across all channels for both bricks-and-mortar and e-commerce. Customers already include companies such as Peek&Cloppenburg, Reno, NKD and KiK.

aifora's cloud-based platform evaluates corporate customers' data in real time and uses this information to forecast consumer purchasing behavior. Inventories and prices can thus be optimised within seconds. In contrast to conventional pricing and inventory solutions, aifora offers customers the opportunity to further enhance the algorithms they use with their own "know-how".

This quickly pays off: aifora promises its customers a complete ROI within three to six months after the onboarding process. With their solution, the founders want to turn the recently battered retail sector into a serious competitor again for online giants like Amazon. "Our goal is to improve the situation of retailers compared to the large online players and to preserve the diversity of the market. This ultimately benefits the customer," explains Thomas Jesewski, founder and CEO of aifora.

About aifora

aifora enables retailers and brands to optimize their prices and inventories across all channels and to automate the underlying processes. Through the use of artificial intelligence, data is processed on the aifora platform in such a way that it achieves maximum benefit. This results in a significantly higher level of profitability. The aifora

SaaS solutions are quick and easy to integrate, can be individually configured and thus deliver a very fast return on investment.

Clients include companies such as NKD, KiK, Reno and Peek & Cloppenburg.

Find out more about aifora: www.aifora.com.

About Capnamic Ventures

Capnamic Ventures is one of Europe's leading early-stage venture capital investors with offices in Berlin and Cologne. The VC's investment focus is on technology start-ups in German-speaking countries. In addition, Capnamic invests with international co-investors. All portfolio companies are supported by Capnamic's global industry network. The know-how of the Capnamic team is based on more than 80 investments, numerous successful trade sales and IPOs as well as own entrepreneurial experiences.

Capnamic is managed by Christian Siegele, Jörg Binnenbrücker and Olaf Jacobi as Managing Partners.

To find out more about our team and the founders we work with, visit www.capnamic.com or follow us on Twitter [@Capnamic](https://twitter.com/Capnamic).

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