

PRESS RELEASE

New headquarters in Düsseldorf's MedienHafen: AI company aifora continues to grow

- Change of scenery: Software company moves to new office in MedienHafen
- Attractive employer: Team doubled in the last six months
- Better work environment: Avant-garde spaces harmonize with the philosophy of aifora

Düsseldorf, 14.08.2019 – The AI software company aifora has moved within the Düsseldorf MedienHafen. One and a half years have passed since the founding of the start-up. Since then, aifora has not only outgrown its status as a start-up, but also its premises.

Rapid growth exceeds office capacity

The strong expansion of the company made the move necessary. At the end of 2018, 12 employees were working for the AI company. They managed the first retail clients and support them in integrating the software into their business processes. Since then, aifora has employed new data scientists, developers, designers and customer success managers and has optimized its products and expanded its services.

Today, 28 employees work at the new Düsseldorf location, supporting over ten large retailers and further developing the AI software. The entire team around the founders Thomas Jesewski (CEO) and David Krings (CTO) is excited about the new working environment, which offers an open-plan office and leisure facilities such as a fitness studio directly on site.

Today's workplace is flexible, creative and innovative

aifora's working style and corporate culture are a perfect match for the new company headquarters in the MedienHafen. There are no fixed workplaces, but rather an open-plan office and meeting rooms in various styles – the perfect working space for a company that values flat hierarchies and space for freedom, personal development and creative work. Moreover, aifora is characterized by diversity and has assembled an international team. With "only" thirty employees, aifora already counts twelve nationalities.

The new office is tailor-made for the AI software provider because it reflects aifora's demands on its own product. aifora offers fully integrated, individually available solutions for retail companies of all sizes. With the help of internal and external data, customers are enabled to make price and inventory decisions in real time.

In the new four walls and with the recently added employees, aifora wants to further perfect its self-learning algorithm. The goal is clear: to give retailers an even better starting position in competition with the "big players" on the net.

"Now we have the best prerequisites for the next development phase and further growth of aifora: a motivating environment that suits us and our culture of agility and self-determination. A place where you feel comfortable and can be creative," says Co-founder and CEO Thomas Jesewski.

The new headquarters in Düsseldorf's MedienHafen will enable the team to focus completely on this mission. After all, aifora wants to grow without having to fear that the new office will burst at the seams again in another six months. With the move, aifora has not only gained space for new employees, but has also become more attractive as an employer.

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, Reno and Peek & Cloppenburg Nord.

Find out more about aifora: www.aifora.com

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