

Press release

Seven Senders records more than EUR 100 million in annual revenue and receives USD 40 million in new financing round – investments in new sites and expansion of the platform

Seven Senders has written a new chapter in its success story with investors Digital+ Partners and btov – the delivery platform will soon also support traders from China and the US in the European market

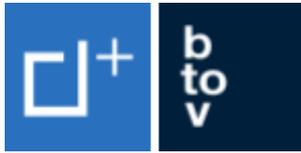
Berlin, 15 April 2021 – Seven Senders, Europe’s leading delivery platform for parcel shipping, can look back on a successful 2020 and has concluded a series C financing round of USD 40 million. As with previous financing rounds, the lead investor is Digital+ Partners, which, together with btov, covers the funding needs of the Berlin scale-up. Seven Senders will use this flow of capital for further technical expansion and the advancement of its internationalisation strategy. This will include central service hubs to support the European business activities of Chinese and US online retailers.

With its focus on cross-border shipping processes, Seven Senders profited greatly from the expansion of European online trade in the last year. Revenues have doubled since March 2020. As part of its growth target, the company recently opened new country offices in Amsterdam, Vienna and Madrid. In February 2021, Seven Senders also introduced a solution for shipping to the UK that guarantees the seamless flow of goods post-Brexit.

With its network of more than 100 local premium parcel delivery agents, the Seven Senders platform optimises the shipping process for traders throughout Europe. The entire network can be accessed through a standard interface, ensuring the best possible shipping in Europe for every package with minimal complexity. Every sender has access to fast, reliable, inexpensive delivery, adapted to the needs of the end customer. Excellent monitoring, tracking and communication throughout the shipping process complete the positive customer experience. The solution has been welcomed by the market as indicated by the nine-digit annual revenue and a customer roster that includes ASOS, Shop Apotheke, Lillydoo, Mister Spex, Junique, Flaconi, Westwing, Best Secret, foodspring, Limango and Thomann.

Dr Johannes Plehn, Founder and Co-CEO of Seven Senders: ‘Over the last year, we have consistently pursued our growth strategy. Thanks to investment in technology and employees, we were able to help our customers cope with the enormous increase in demand for online retail in the wake of the coronavirus pandemic. We will continue to use this positive market development and expand our services, with a view to including dealers outside the European Economic Area. We are approaching this development with full focus.’

Patrick Beitel, Managing Director and Partner of Digital+ Partners: ‘From the beginning, we were convinced by the sophisticated technology of Seven Senders and the high degree of



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logistical expertise of all concerned. And the last 18 months have more than proven us right. In expanding its international shipping service, Seven Senders seized the opportunities offered by the overall positive market development. So we are pleased to jointly drive the further growth of Seven Senders to make it the European number one in parcel shipping.'

About Digital+ Partners

Digital+ Partners is a leading investor and specialist for growth capital with a focus on European and US technology companies; it has assets under management of EUR 350 million. Digital+ supports ambitious entrepreneurs in establishing global technology companies; it offers them strategic consultancy and long-term financial support to assist them in defining and implementing their growth plans. The fund focuses exclusively on B2B technology companies and uses its extensive corporate network to help portfolio companies access new markets and build new partnerships. Further information can be found at www.dplus.partners.

About btov:

btov Partners, founded in 2000, is a European venture capital company that focuses on digital and industrial technologies. btov's network of entrepreneurial private investors provides unique expertise and access to less obvious investment themes and founders. The btov Industrial Technologies Fund concentrates on hardware and software innovation with industrial applications, such as automation, robotics, data analysis, industrial AI, additive manufacturing and quantum computing. The btov Digital Technologies Fund concentrates on start-ups in the fields of AI, fintech, SaaS, logistics and digital marketplaces. btov recognised the potential of innovations such as machine learning and fintech very early on and is one of the leading backers of AI companies in Europe.

The company has offices in Berlin, Munich, St. Gallen and Luxembourg, and manages capital of EUR 510 million. Its network of private investors consists of 250 experienced entrepreneurs and executives throughout Europe. Among its noted investments are Seven Senders, Blacklane, Data Artisans, DeepL, Facebook, Foodspring, ORCAM, Raisin, SumUp, Volocopter and XING. Further information can be found at www.btov.vc

About SEVEN SENDERS

SEVEN SENDERS is the leading delivery platform for parcel shipping. The company connects senders with its carrier network of more than 100 parcel delivery agents throughout Europe to offer excellent, local shipping as a competitive advantage. With additional shipping services such as a claims centre, insurance, returns portal and labels, SEVEN SENDERS makes international shipping easy. Automated dispatch notifications and tracking and monitoring solutions ensure a transparent shipping process. Monthly reports and analysis facilitate data-based optimisation of international shipping performance. Senders receive everything from a single source, which reduces complexity. www.sevensenders.com.

Company contact

Sandra Maeder
Head of Marketing and Communication
Seven Senders GmbH
Schwedter Str. 36 A



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10345 Berlin, Germany
+49 (0) 151 68 918 800
s.maeder@sevensenders.com

Press contact

LEWIS Communications GmbH
Charlotte Müller
Johannstr. 1
40476 Düsseldorf, Germany
+49 (0) 211 882 476 02
sevensenders@teamlewis.com