



Iris Capital invests €3 million in promotion engine Talon.One

- *The founding team of the startup consists of the former Lieferando founder Christoph Gerber and the former RapidApe founder Sebastian Haas*
- *The investment will serve further development of the promotion engine and the sales expansion in new territories*

Berlin, December 18th 2018 – Iris Capital, a leading European Venture Capital company, is investing €3 million in the early-stage startup Talon.One to accelerate the startup growth and R&D. Talon.One offers businesses a highly efficient, client-centric and trackable promotion marketing engine as an API-solution. The two founders lead a team of experts and bring an extensive startup experience: the CEO Christoph Gerber co-founded Lieferando, an online food delivery service and contributed to the acquisition of the company by TakeAway.com in 2014 while the COO Sebastian Haas founded and sold the company RapidApe an AdTech specialized in TV ads efficiency measurement, to ProSiebenSat.1 Media in 2015. Their joint experiences are a key asset to the startup unique marketing and user engagement technology.

Personalized promotion marketing without restrictions

Talon.One enables companies to set up and manage flexible, measurable and scalable promotion marketing plans. Designed as a holistic promotion platform, Talon.One allows its B2B clients to create and track coupon codes, discounts, product bundles as well as recommendation and loyalty programs. Through their API based solution, Talon.One fits seamlessly into existing data management infrastructures and eases marketing teams' work who can thus create highly targeted promotion campaigns in just a few minutes on a single platform without extra technical development.

International clients from the start

After two years of development, Talon.One deployed its API with its first clients 2017. In just a year, the solution has already been adopted by global market leaders and renowned brands such as Casper, Mercedes Benz, National Express or Delivery Hero, as well as telco operators and service providers in South America, Australia, USA and across Europe.

Christoph Gerber, co-founder and CEO of Talon.One: "At Lieferando I've learned how valuable good promotion marketing can be and how much resources can be wasted on loyalty programs as teams are missing efficient tools and expertise. With Talon.One, we've built a solution that empowers companies to activate loyalty strategies much more efficiently. Acquiring new customers and reactivate existing clients should be done without additional investments in a side software. Iris

Capital's investment will allow us to further develop our solution and foster the expansion of our sales activities across the world."

Thorben Rothe, Principal at Iris Capital "The two founders easily demonstrated us their sharp industry expertise and how they are building the company convinced us to support their company. Their customers' feedbacks demonstrate how much the market needs a high standard promotion marketing solution like Talon.one. We are very proud to support Talon.One and are looking forward to collaborating with the team."

About Talon.One

Talon.One offers a highly flexible and scalable promotion infrastructure for ambitious companies. Marketing teams can create and manage with Talon.One discounts, coupon codes, product bundles, recommendation- and loyalty programs in one holistic platform. Talon.One helps companies of any size to optimize their promotion marketing and already has the trust of corporations as Casper, Delivery Hero, Getsafe, Mercedes Benz (Moovel), National Express and HelloPrint. Since launch, Talon.One contributed to establishing "Promotions-as-a-Service" as a new product category, in which companies gain access to a holistic promotion infrastructure. Considering the amount of data available today to marketing teams, companies should not limit their promotion offerings to generic offerings but rather rely on personalized and relevant campaigns.

For further information: <https://talon.one/>

About Iris Capital

Iris Capital is a European venture capital funds' manager specialized in the digital economy. It fuels entrepreneurs at various stages of maturity, from early-stage to growth equity. With its deep sector specialization and extensive experience acquired over 30+ years, as well as the backing of its corporate sponsors, Iris Capital provides active support to its portfolio companies, through its presence in Paris, Berlin, San Francisco, Tel Aviv, Tokyo and Dubai.

IrisNext, Iris Capital's new fund, is sponsored by industry leaders such as Orange, Publicis and Valeo, joined by financial investors and institutions such as Bpifrance and BRED Banque Populaire. Iris Capital investments include, among others, companies such as Adjust, Careem, Exotec Solutions, HappyCar, Jedox, Kyriba, Open-Xchange, Mojio, reBuy, Scalify, Searchmetrics, Shift Technology, Studitemps and unu motors.

For more information, visit www.iriscapital.com