

Series C Funding Round in Online Travel Sector **bookingkit Secures Multi-Million Euro Financing and Pushes Further Expansion in Europe**

- Series C Funding Round in mid-single-digit million euro amount
- Intermedia Vermögensverwaltung and family of companies Müller Medien are once again lead investors and seed investor High-Tech Gründerfonds expands its commitment
- Expansion into new European markets planned for this summer
- Existing business in Germany, Austria, Switzerland, Italy and France to be further developed
- bookingkit achieves profitability in Germany, Austria and Switzerland for the first time

Berlin, 26th March 2019 — bookingkit, Europe's leading SaaS provider for digitalized tours, activities and attractions, has raised multiple million euros in Series C funding. The Berlin-based company has experienced very strong growth since 2018.

Existing investors Intermedia Vermögensverwaltung, the family of companies Müller Medien and High-Tech Gründerfonds (HTGF) participated in the round, increasing their investment to further support bookingkit's growth.

bookingkit will use the fresh capital to strengthen its leading market position in Europe and expand into new countries in the current year. This latest round of funding underscores bookingkit's ambition to become the world's leading independent provider of infrastructure for the third-largest tourism sector. The company will also continue to invest in its team of 100 at its headquarters in Berlin. Following a market consolidation in recent years, booking has become one of the best financed and largest B2B technology players worldwide in the tours, activities and attractions sector. The company recently reported a 100 percent growth in sales and achieved profitability in Germany, Austria and Switzerland for the first time since its founding.

bookingkit and its technology currently provide over 33,000 listings for experiences, activities and attractions in Europe, all of which can be booked in real time, making the platform one of the top online tour and activity aggregators. Online market places and travel agencies such as GetYourGuide and TripAdvisor partner with bookingkit to provide their users with an inventory of listings which can be booked in real time.

bookingkit has won multiple prizes, including being named one of the 100 Most Innovative Startups in Germany by internationally renowned startup magazine The Hundred, as well as receiving PhocusWright Europe's EMEA Travel Innovator Award, Travel Industry Club's Startup of the Year Award, and a 3rd place ranking in the category "Internet" (infrastructure, portals,

e-commerce) in a study entitled "The Best Employers among Germany's SMEs" conducted by FOCUS Business and kununu.

About bookingkit:

bookingkit provides digitalization solutions for tours and activities, which represent the third largest tourism sector worldwide. The SaaS company offers a standardized and scalable technology for tour and activity providers to sell and market their bookings. With its integrated distribution system, bookingkit serves as a two-way digital infrastructure, connecting also travel agencies and other sales channels with a vast library of experiences updated in real time. The company received several awards, including PhocusWright Europe's "EMEA Travel Innovator" award, Travel Industry Club's "Startup of the Year" award, and the rating of "Very Good" from Germany's renowned comparison shopping engine, vergleich.org. Forbes Magazine nominated bookingkit as one of the 100 most innovative startups in Germany featured by The Hundert. In addition, the German Institute for Quality Standards and Testing awarded bookingkit the "Top Service" quality seal for its excellent customer support. In the area of employee satisfaction, FOCUS Business and kununu both rated bookingkit as the 3rd best SME to work for in Berlin in the "Internet" category. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 100 people.

More information: www.bookingkit.net.

Press Contact:

Larissa Mayer

T: +49 30 555 73 05 16 | +49 170 41 47 685

larissa@schoesslers.com

