

simplesurance Successfully Completes Series B Funding With More Than 8 Million US Dollars

- American Fortune 500 company and venture capitalist investing
- Existing shareholders reinvest with seven digits sums
- FinTech company simplesurance is also spotted from outside Europe

Berlin, March 3 , 2015 - The Berlin based company simplesurance kicked off the year 2015 with a very successful capital funding round. The company has now been funded with over 11.5 million US dollars since its inception in May 2012. In addition to new investments of current shareholders, including Rheingau Founders, the company was able to win over two new US investors. The venture capital firm Route 66 Ventures LLC, and a New York Stock Exchange (NYSE) listed insurance company that ranks among the Fortune 500.

"We're really proud that that our software solutions are generating such a strong interest from the United States. Not only were we able to win over traditional venture capitalist, but we were also able to win over a strategic investor from inside the insurance industry." said simplesurance founder and CEO Robin von Hein.

With the fresh capital the company will continue to expand its product portfolio with innovation solutions for the internationalization of its cross-selling ecommerce platform. With the company already active in Germany and Austria with its brand "Schutzklick", and its "Klikzeker" in the Netherlands, an entry into two new key European markets this year is imminent.

"With the wealth of experience that we've obtained from our over 600 B2B collaborations in Germany alone," says Robin Hein "we've been able to establish such a high level of performance we're now able to start the shift into other markets". The aim of simplesurance is within short term to be the industry leader in e-commerce cross-selling technology in Europe.

About Route 66 Ventures

Route 66 Ventures is an international investment firm focused on the financial services industry and based out of Washington DC, USA. We invest across the industry and focus on the main spaces which are Lending, Capital Markets, Insurance, Asset Management and Payments. We are business-model agnostic and will look at B2C, B2B and B2B2C equally. We will back visionary teams and platforms that intend on reinventing financial services or that will help financial services incumbents stay relevant.

About simplesurance and "Schutzklick"

Berlin based market leader simplesurance develops and distributes innovative cross-selling software solutions that create an interface between the traditional insurance industry, today's world, and physical retail. The brands "Schutzklick" and "Klikzeker" provide both online retailers and traditional retail outlets a way to extend the level of service they provide to customers, as well as increase their own profit margins by offering insurance or extended warranties on their own products. In addition to this – the company's own retail portals "schutzklick.de", "schutzklick.at", and "klikzeker.nl" offer consumers the possibility to directly insure purchased products completely paperless with only a few clicks.

Over 600 partners including many well-known companies such as preisboerse24, rebuy, weltbild.de, Brille24, getmobile and computeruniverse, use the innovative power and flexibility of the company's

cross-selling platform. Founded in 2012 simplesurance GmbH has around 50 employees from 10 nations in Berlin.



Photo 1: Schutzclick Management (f.r.t.l.) Ismail Asci (CTO), Manuel Kester (COO), Robin von Hein (CEO), Joachim von Bonin (CFO) und Alen Cerovina (CSO).

Picture: simplesurance GmbH

Presse contacts

Lisa Meisterjahn & Jan Kronenberger
simplesurance GmbH
Greifswalder Str. 156
10409 Berlin – Germany

Phone: +49 30 688 316 200

Mail: press@simplesurance.de