

PRESS RELEASE

orderbird secures 20 million Euro to fuel international expansion: Digital+ Partners, METRO GROUP and Concardis invest in iPad POS solution

Berlin, May 11th, 2016. orderbird, the leading iPad point of sale (POS) solution in the German speaking markets, closes a series-C financing round totalling more than 20 million Euros. Digital+ Partners, as lead investor, and METRO GROUP have together invested 16.5 million Euros as new shareholders and strategic partners into orderbird. Concardis, a leading payment-provider in Europe who already invested in the company, takes part in this financing round via a secondary listing. orderbird's aim is to use this money for product development and further expansion in Europe with a roll out in the French market this year.

The involvement of METRO GROUP, a leading international retailer with its sales brand METRO Cash & Carry, a leading self-service wholesaler, underlines the company's focus on digitalization in the restaurant and catering industry. orderbird and METRO together want to reach the same goal: 'to make restaurant owners and caterers more successful via digital solutions', says Olaf Koch, CEO of METRO AG. "This investment in orderbird is an important step to help our customers take further advantage of digital solutions. Our industry knowledge as well as our access to customers is what we bring to the table." METRO Cash & Carry is present in 25 countries worldwide and has access to 21 million active wholesale customers. Last year, the company started a program called "METRO Accelerator powered by Techstars" supporting startups with digital solutions for the restaurant, hotel and catering industry.

Digital+ Partners involvement means orderbird gains another knowledgeable partner. The investor will support orderbird in its aim to further expand its market leader position as a tablet based POS. "We are very happy to be able to share our know-how in realising ambitious growth strategies in the FinTech industry with orderbird", states Patrick Beitel, Co-Founder and Managing Director Digital+ Partners. "orderbird's technology, the exceptionally strong team, its growth plan and vision convinced us that we are investing in the global market leader of tomorrow."

Marcus W. Mosen, CEO of payment provider Concardis and existing investor in orderbird: "Together with orderbird, Digital+ Partners and METRO GROUP we will transform the cash register to be the heart of a business - from Point of Sale to Point of Service for guests and restaurant owners and caterers. The digital life of clients today has different expectations of what a local POS can do. The connection of payment, customer communication with additional value, smart interactions and elaborate data analysis is what's expected today."

Since 2011, orderbird has provided the hospitality industry with digital POS systems with rich feature sets; such as, mobile ordering, real-time data analysis, cashless payment acceptance and accounting ready reporting. Digitalization at the Point of Sale (POS) is a big trend in restaurants and catering. "We especially thrive to offer small and independent restaurant owners and caterers new horizons - digital

solutions are the perfect option. More than one billion Euro in sales are being booked annually via 9,500 orderbird POS systems. The investment in our company highlights the importance of orderbird as a central technology for the hospitality industry”, explains Jakob Schreyer, Co-Founder and CEO orderbird.

As a company orderbird faces a new set of exciting challenges: Just this year the startup grew from 120 employees to 200. At the same time it progressed from being a German company to becoming international, since it will soon be available in more countries. Seed investor and member of the supervisory board Carlo Kölzer, Group CEO 360T Group, highlights: “The company and its management show a tremendous development. From my point of view as supervisory board member, investor and mentor, I’m looking forward to the next level of growth and the internationalisation with METRO.”

About orderbird AG

orderbird is an award-winning iPad Point of Sale system for the hospitality industry. Creating orders, making bookings or running sales metrics: orderbird’s POS allows restaurant owners and caterers to quickly take mobile orders, take advantage of flexible billing, produce data on sales and create tax audit reports. Over 6,500 customers — restaurants, cafés, bars, clubs, ice cream shops and beer gardens — in the United Kingdom, Ireland, Germany, Austria, Switzerland are already using the orderbird POS system. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brien and Artur Hasselbach and employs more than 200 people. www.orderbird.com

About Digital+ Partners

DIGITAL+ PARTNERS is an experienced growth equity investor focusing on the Industrial Tech and FinTech sectors in Germany and internationally. The investor plays an active role in the digital transformation of the broader industrial and financial technology ecosystems, providing growth capital and scale-up support to companies with the ambition to become world market leaders in their field. DIGITAL+ PARTNERS pursues investments in rapidly growing technology companies with proven products differentiated by software, data analytics and B2B online enablement. DIGITAL+ creates value by providing deep operational/strategic and corporate finance advice to the management teams of our portfolio companies in order to best define and execute their growth plans. www.dplus.partners

About METRO GROUP

METRO GROUP is one of the most important international retailing companies. It generated sales of some €59 billion in financial year 2014/15. The company operates over 2,000 locations in 29 countries and employs more than 220,000 people. The performance of METRO GROUP is based on the strength of its sales brands, which act independently on the market: METRO/MAKRO Cash & Carry, the international leader in the self-service wholesale trade; Media Markt and Saturn, the European market leader in consumer electronics retailing; and Real hypermarkets. More information at www.metrogroup.de

About Concardis

Concardis is one of Europe’s leading payment service providers. With some 30 years of experience in payment processing, the company offers intelligent solutions for the field of modern cashless payment. Accepting all established credit and debit cards, card terminals and contactless payment for brick and mortar businesses; as well as,



innovative solutions for e- and m-commerce and support for customer management. Concardis is the provider of choice for 110,000 customers across 210,000 locations and with more than 470,000 connected terminals.
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