Grocery shopping app Bring! closes funding successfully

- **Funding of four million Swiss francs – new investors include Swiss Post, G+J Digital Ventures and e-food specialist Dominique Locher**
- **Goals are the further development of the value proposition for users and advertisers and further growth in Germany and Switzerland**

Berlin/Zürich, 12th May 2020 – The Swiss start-up Bring! Labs AG, developer of the popular shopping app Bring! has closed a funding round of four million Swiss francs. New investors include Swiss Post with its venture capital department Swiss Post Ventures and Wingman Ventures. G+J Digital Ventures, the venture capital division of the Gruner + Jahr publishing group, is the first well-known German investor to join the group. Also involved in the financing round was Dominique Locher, former CEO of the online grocery retailer LeShop.ch, who will support Bring! as an active advisor in the future. In addition, a number of existing investors, including Swisscom Ventures, Swiss Founders Fund and Investiere, are expanding their involvement. Bring! has raised a total of seven million Swiss francs with the current round.

Expansion of personalization and new forms of advertising for trade and industry

The Swiss company intends to use the new capital to further expand its app. On the one hand, the focus will be on service personalization for the user to further simplify the shopping and menu planning and to integrate recipes and offers from retail companies more closely. The vision is to develop Bring! into a personal shopping companion.

The offering for retail partners and branded goods manufacturers is also to be further expanded with the fresh funds. With new forms of advertising, for example in the field of native advertising, Bring! wants to continuously expand the possibilities of addressing users at the moment or in the immediate context of their purchase decision.

Growth plans in other markets

The financing round will also support the company's ambitious growth plans in its core markets Germany and Switzerland. The Bring! app is already used by several million people for the planning of their grocery shopping. This number is set to double in the coming years. In addition, market entry in France and Italy is to be accelerated.

"Bring! is one of the world's leading apps to help people plan their grocery shopping," says Marco Cerqui, co-founder and CEO of the Swiss start-up. "The funding round will allow us to accelerate the development of our platform into the clear number one. For both retail and FMCG companies, Bring! should become an essential component of their marketing mix. We want to be an indispensable shopping companion for users, helping them to save time and money and waste less food. The fact that we were able to attract investors with the

importance, reputation and experience of Gruner + Jahr or Swiss Post shows that we are on the right track".

Bring! is already the tenth company in which Swiss Post Ventures is investing. The existing partnership between Bring! and Profital, the portal launched by Swiss Post that offers consumers digital brochures from retailers, is a first example of a collaboration that will be extended to other areas in the future.

Questions about this communication?
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Bring! – Simply better shopping

Bring! helps millions of people to shop better. The app accompanies the user through the entire shopping process for everyday items such as groceries and drugstore goods – from inspiration, to joint planning and the shopping for groceries. With the help of shared shopping lists, recipe ideas, offers, and individual suggestions, the shopping for groceries and thus the organization of the entire household is simplified.

Bring! is available as a free app for iOS, Android and Web and is compatible with the voice agents of Google Assistant, Amazon Alexa and Apple Siri. Bring! is a two-time winner of the Google Play "Editors' Choice" Award.