

## Press release

Berlin, 2<sup>nd</sup> May 2011

### **SaaS Solution for Hotels – Customer Alliance Brings New Investors on Board**

The Berlin-based B2B software-as-a-service company acquires High-Tech Gründerfonds and Mountain Super Angel AG as new investors. Growth and product development should pick up in the coming months with assistance and fresh capital from both new partners.

Customer Alliance brings to the web the time-consuming, manual process of surveying guests in the hotel industry. Guests are now automatically surveyed after departure, the feedback is analysed for the hotelier in real time and all ratings are immediately published on the hotel website. This prominent presentation of authentic customer ratings reinforces the hotel's own website, resulting in more direct bookings. With Customer Alliance hotels regain sovereignty over the internet sales channel.

Customer Alliance also provides a Channel Manager for ratings. Content is distributed to a variety of travel and social media portal sites to provide greater visibility on the internet.

Berlin-based CA Customer Alliance GmbH was founded by Moritz Klussmann, Torsten Sabel and Chanyu Xu and has been on the market with their solution since late 2010. After only a few months the 13-member team was able to acquire over 300 hotels as new customers. This includes hotel chains such as Lindner Hotels, Derag Hotels & Living, many notable individual and brand hotels as well as for example Design Hotels' Cosmo Hotel Berlin, Lux 11 and The Weinmeister.

Ingo Drexler, a member of the Supervisory Board of Mountain Super Angel AG, commented, "Independent from rating and booking platforms, Customer Alliance has managed to develop an innovative product that provides value to hoteliers and guests in equal measure. After the extremely positive growth in the first few months we look forward to cooperating with and providing assistance to the motivated and competent team in their expansion."

Christine Schmidl, Investment Manager at High-Tech Gründerfonds, adds, "The internet has developed into the dominant sales channel for hotel bookings. Customer Alliance gives the hotel industry a modern and flexible solution from the cloud in order for them to use this channel effectively. The product, the business model and, no less importantly, the team convinced us to invest in this technology-oriented company. We look forward to new innovative product extensions and continued cooperation."

### **About Customer Alliance**

Customer Alliance is the first all-encompassing rating system for the hotel industry. The rating system enables hotels to systematically survey every guest, to present these ratings on the hotel website and to distribute them to rating and social media portal sites. All rating statistics are made available to the hotelier in real time and are presented graphically for easy interpretation. For the hotelier this means more bookings from more ratings on the internet, time savings in quality management via automatic analysis and better insight into the needs of guests via individualised questionnaires.

Customer Alliance was founded by Moritz Klussmann, Tosten Sabel and Chanyu Xu with the vision of optimising the rating and recommendation process and making it measureable.

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### **About High-Tech Gründerfonds**

High-Tech Gründerfonds invests venture capital in up-and-coming technology companies that translate promising research into viable business models. The seed finance provided aims to enable start-ups to take their R&D project through to the creation of a prototype, a proof of concept or to market launch. High-Tech Gründerfonds provides EUR 500,000 of the seed finance and may invest up to a total of two million euros per business in subsequent rounds. Investors in this public/private partnership are the German Federal Ministry for Business and Technology, the KfW Banking Group as well as the six industrial groups of BASF, Deutsche Telekom, Siemens, Robert Bosch, Daimler and Carl Zeiss. High-Tech Gründerfonds has a fund volume totalling approx. 272 million euros.

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### **About Mountain Super Angel AG**

Mountain Super Angel AG ([www.super-angel.ch](http://www.super-angel.ch)) is a public investment company based in St. Gallen, Switzerland. The company acts in the market place as an 'institutional business angel investor'. Super Angel AG invests in companies and in return offers market expertise and management know-how to support growth potential. The focus of investment is on technology-driven and high growth markets - primarily in German speaking countries. The equity is mainly invested into early-stage financing, restructuring and pre-IPO transactions.

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