

PRESS RELEASE

weclapp SE acquires German start-up FinanzGeek

- *New tool for self-employed and micro-enterprises unlocks additional market segment for weclapp*
- *Market launch planned for the first half of 2022*

Frankfurt/Marburg/Kitzingen, 14 October 2021 - weclapp SE, a subsidiary of 3U HOLDING AG (ISIN DE0005167902), has acquired all shares in FinanzGeek GmbH, Worms, for a cash consideration of less than EUR 1 million. The cloud-based software-as-a-service (SaaS) solution of the same name is on the verge of entering the market; around 300 interested persons are currently using a free trial version. It offers self-employed persons and micro-enterprises essential advantages of a comprehensive business software, is geared to the needs of this market segment and can be used regardless of industry. FinanzGeek customers receive a detailed overview of their key figures in the areas of finance, projects, customer and employee satisfaction. This allows business processes to be handled digitally and effectively. Alarm and notification functions help to constantly improve the company's success.

Final development steps will be carried out with the cooperation of the founders of FinanzGeek within the weclapp organisation. Active marketing is then to begin immediately and is planned for the first half of 2022 at the latest. It is expected that thanks to this expansion of the scope of services, the number of active clients of the weclapp group will increase at an accelerated rate. This does not only concern users who are acquired in direct sales via finanzgeek.de; test users who are looking for suitable solutions on weclapp.com will also be provided with an easy and cost-effective gateway solution.


Ertan Özdil, CEO of weclapp SE, sees considerable potential: "About half of the medium-sized companies are self-employed and micro-enterprises with less than five employees. On our way to becoming the world's preferred cloud-based business solution for SMEs, we do not want to neglect this customer group. The acquisition of FinanzGeek provides us with a fast, promising access to this market segment. Small customers for whom weclapp is too extensive can work efficiently with the help of FinanzGeek; customers who grow out of FinanzGeek we shall welcome on the weclapp platform just as we do now all medium-sized businesses."

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About weclapp:

weclapp SE was founded in 2008 and has been offering the cloud-based platform of the same name since 2013. Since market entry, it has grown at an annual average (CAGR) of almost 100 % and is profitable. With Software-as-a-Service (SaaS), it mainly addresses small and medium-sized enterprises, especially with the integrated ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) functionalities. Customers thus have unrestricted access to their business transactions and data from any internet-capable end device and from any location connected to the internet. With storage and computing capacities in Germany and Switzerland and certification according to ISO 27001, weclapp offers a high level of data security. The platform has repeatedly been awarded as ERP system of the year. weclapp SE is based in Frankfurt am Main with branches in Marburg and Kitzingen. It is a subsidiary of 3U HOLDING AG based in Marburg.

 www.linkedin.com/company/weclapp

