



French software company SendinBlue acquires German competitor to solidify position as the leading European digital marketing solution

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SendinBlue, a fast-growing digital marketing suite for SMBs, acquires top German competitor Newsletter2Go; a move that comes just over a year after their €30 million Series-A funding round led by Partech Ventures. The French-based company will leverage this acquisition to build on its already explosive growth in 2019 and beyond. In sheer numbers, the newly formed entity resulting from the acquisition will now serve a customer base of nearly 80,000 businesses in 160 countries with over 250 employees across offices in France, the USA, India, and now, Germany.

Following the purchase of Newsletter2Go, SendinBlue is positioned as the unequivocal European solution for small businesses seeking a completely GDPR-compliant digital marketing platform.

-- BUILDING A EUROPEAN INDUSTRY LEADER --

Founded in 2012, SendinBlue is a software company dedicated to helping small businesses around the world grow through digital marketing. The intuitive and powerful platform provides SMBs with essential tools perfectly adapted to their needs: email and SMS campaigns, contact management, campaign automation, landing pages, and more.

With an already strong presence in the United States and key European markets like France, Spain, Italy, the UK, and the Netherlands; SendinBlue was looking to match this success in Germany as well. With the company's acquisition of the

Newsletter2Go, the German national market leader, SendinBlue is able to consolidate its position in Germany and round out its dominance in Europe.

Newsletter2Go, which was founded in Berlin in 2011, serves a diverse client base of over 16,000 paying small businesses, large corporations (Volkswagen, Airbus), NGOs (Amnesty International), and even large media organizations, such as the world-renowned Spiegel. The company's 60 employees are based in Germany and will continue operating there. Both companies will continue to operate independently while working together towards their shared goal of increasing their market coverage in Europe.

-- THE MOST RELIABLE SOLUTION FOR DATA PROTECTION --

Armand Thiberge, founder and CEO of SendinBlue, expressed his delight over the acquisition: *"With the implementation of the GDPR, Europe has demonstrated its ability to shape the modern digital landscape. The SendinBlue team shares this ambition as we strive to build a Europe-based digital marketing juggernaut that is, first and foremost, aimed at respecting online user privacy. For organizations concerned with data confidentiality, our new French-German partnership is the premier alternative to solutions hosted on other continents."*

Christoph Beuck, founder and CEO of Newsletter2GO, shared the same enthusiasm and vision: *"For us here at Newsletter2Go, joining SendinBlue is a tremendous opportunity to accelerate our development and team up to create an industry heavyweight that empowers European businesses to grow while strongly respecting data protection and privacy practices. We're particularly vigilant about this topic in Germany, and it's a priority that we share with SendinBlue."*

Unlike other solutions with less regard for the General Data Protection Regulation (GDPR), SendinBlue offers a European-hosted solution that enables users to store their data entirely in France or Germany. Additionally, both SendinBlue and Newsletter2Go hold GDPR certifications and adhere to the German regulatory framework for data protection -- one of the strictest in the world -- ensuring client data is protected according to the highest standards.

The ultimate goal of this acquisition is to develop the most powerful tool on the market while maintaining the user-friendly experience for which both companies are known. By consolidating technical infrastructures and investing heavily in R&D, the newly-formed entity will innovate a unified product, even more robust than either predecessor. Over the next few months, SendinBlue will release several new features to help marketers and entrepreneurs manage more marketing initiatives and increase their impact, all while minimizing costs.

For Armand Thiberge, the mission is clear: *“We’re here to give growing businesses and large enterprises the means to compete on the global market by offering effective tools at a price that makes sense.”*Thiberge and SendinBlue will continue advancing toward this goal with a strategy that leaves all possibilities on the table, including additional acquisitions.

About SendinBlue

SendinBlue was founded in 2012 by Armand Thiberge. After graduating from École Polytechnique, he met his co-founder while on work assignment in India. A fervent supporter of entrepreneurs, Thiberge launched SendinBlue in order to provide effective marketing tools at a price they could afford. In September 2017, the company raised €30 million to accelerate R&D and grow their team, which now consists of more than 175 employees across 3 international offices in New Delhi, Seattle, and the headquarters in Paris.

About Newsletter2Go

Newsletter2Go was founded in 2011 by Christoph Beuck and Steffen Schebesta. Maximilian Modl has supported the co-founders as CMO since 2013. Newsletter2Go’s goal is to aid small and mid-sized enterprises in effectively boosting revenue through efficient email marketing. The Berlin-based company currently employs 60 people and is used by over 30,000 corporate customers.

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