

Growth push for CI HUB GmbH, Catalyzing Innovation in Content Integration Solutions

Potsdam, 25.03.2024 – Scale Capital, a Danish early stage technology investor with a focus on helping companies accelerate growth in the US market, has announced its investment in CI HUB GmbH, a leading provider of content integration solutions. This significant seven-figure amount from new and existing investors marks a milestone in CI HUB's journey towards revolutionizing the way corporates and creatives access digital assets and data.

CI HUB specializes in developing innovative solutions that seamlessly connect leading content management systems (CMS) and digital asset management (DAM) platforms. Their suite of products make it simple to access, manage, and distribute digital assets across various channels and platforms, streamlining workflows for businesses of all sizes. CI HUB software is used by clients such as Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows.

With Scale Capital's investment, CI HUB is poised to accelerate its growth trajectory and expand its market reach globally – particularly in the US market. In addition to Scale Capital, CI HUB's existing investors including HTGF, Brandenburg Kapital, the Berlin Angel Fund, and Urban AM have extended their financial engagement. The capital infusion will help CI HUB to further enhance its product offering, scale its operations, and strengthen its position as a leader in the content integration space.

"We are delighted to welcome Scale Capital as a financial and strategic partner, alongside our existing investors, as we embark on the next phase of our journey," said Andreas Michalski, founder and CEO of CI HUB GmbH. "This collective support validates the strength of our vision and technology and provides us with the resources and expertise to drive innovation and deliver even greater value to our customers."

"We are very excited to partner with the CI HUB team to fuel their growth and market expansion," said Joachim Schelde, Senior Associate at Scale Capital. "Together, we will continue to push the boundaries of content integration, enabling businesses to unlock new efficiencies and opportunities in digital content management."

For more information about CI HUB GmbH and its suite of content integration solutions, please visit <https://ci-hub.com>.

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About CI HUB GmbH:

CI HUB GmbH is a leading provider of content integration solutions. It specializes in seamlessly connecting digital asset management platforms and content management systems to streamline workflows and improve efficiency. With a focus on innovation and customer-centricity, CI HUB empowers businesses to unlock their digital content's full potential.

About Scale Capital:

Scale Capital is a Danish venture capital firm focused on investing in B2B technology companies with high growth potential and help them accelerate growth in the US market. With a proven track record of identifying and backing industry-leading innovators, Scale Capital partners with exceptional entrepreneurs to accelerate growth and build market-defining companies.

About Brandenburg Kapital/ILB

Brandenburg Kapital GmbH is a subsidiary of the Investitionsbank des Landes Brandenburg (ILB). As the venture capital arm of ILB, it has been supporting Brandenburg companies since 1993 by acquiring equity and quasi-equity investments. As a public venture capital company, experienced lead investor and active partner, Brandenburg Kapital ensures a strong equity base for start-ups and small and medium-sized enterprises in the State of Brandenburg on the basis of a stable group environment.

The equity fund, which currently amounts to around 100 million euros, is available for this purpose. The funds for the equity fund, which was set up on behalf of the Ministry of Economic Affairs, Labor and Energy of the State of Brandenburg, are currently provided by the European Regional Development Fund (ERDF) and ILB's own funds.

Further information can be found at: www.brandenburg-kapital.de

About High-Tech Gründerfonds

The seed investor High-Tech Gründerfonds (HTGF) finances tech start-ups with growth potential and has supported more than 700 start-ups since 2005. With the launch of its fourth fund, HTGF now has about 1.4 billion euros under management. Its team of experienced investment managers and start-up experts support young companies with expertise, entrepreneurial spirit and passion.

HTGF's focus is on high-tech start-ups in the fields of digital tech, industrial tech, life sciences, chemistry and related business areas. To date, external investors have injected about 5 billion euros of capital into the HTGF portfolio via more than 2,000 follow-on financing rounds. In addition, HTGF has already successfully sold shares in more than 180 companies. Fund investors in this public-private partnership include the German Federal Ministry for Economic Affairs and Climate Action, KfW Capital and 45 companies from a wide range of industries.

About the Berlin Angel Fund

Berlin Angel Fund is a brand of BACB Beteiligungsgesellschaft mbH, the venture capital partner of Business Angels Club Berlin-Brandenburg e.V. (BACB). We are combining the structure and

financial possibilities of a venture capital fund with direct access to the support, network and know-how of far more than 100 active Business Angels from all over Germany.

Our personal experience as (serial-)founders, entrepreneurs and/or senior managers enables us to interact with our portfolio companies and founder teams on eye-level and to help in guiding less experienced Business Angels towards more successful start-up investments.