



Uberall Acquires Navads to Accelerate Global Growth

The company extends Series B to \$50 million

SAN FRANCISCO (September 6, 2018) – [Uberall, Inc.](#), a global leader in location marketing solutions for businesses competing to attract and win local brick-and-mortar customers, today announced the acquisition of Navads, a company in listings and location data management for agencies that serve enterprise and SMB brands. The acquisition makes Uberall one of the largest location marketing platforms in the world, supporting nearly 700,000 locations for over 1,500 customers for Uberall and Navads globally.

Navads is used by more than 800 brands across four continents, including global companies like; Shell, BP, and McDonald's. The Navads API is also relied upon by many marketing technology companies, resellers and agencies to power their enterprise and SMB clients. The team's extensive experience and deep industry knowledge will help Uberall continue to scale worldwide and meet the growing demand for its technology.

"We've known Navads, and especially the executive team, for a long time. Their customer base, knowledge and network in the global mapping industry will greatly contribute to the impact Uberall has on local businesses," said Florian Huebner, Co-CEO of Uberall. "In partnering with them, we manifest our position as a global leader for local marketing and emphasize our presence in the US, where Navads has seen considerable growth. We are excited to be building on their focus on supporting the developments in autonomous driving, augmented reality and voice search and to introducing their clients to Uberall."

According to Google, mobile "near me" searches for brands and products close by have increased dramatically by 200% since 2016. As more consumers search locally, location-based marketing is critical for multi-site brands and businesses.

Uberall's flagship Location Marketing Cloud platform gives businesses central control of their digital presence and online reputation, providing a consistent, accurate digital brand footprint. By enabling businesses to easily manage interactions at the location level in real-time across websites, mobile apps, store locators, search engines, maps, social media and voice assistants, the Location Marketing Cloud helps capture new customers and maximize revenue for every location.

Navads is an industry leader in listings and location data management, distributed by a growing network of resellers and industry partners. Navads ensures business listings are optimized throughout the entire local search ecosystem, specializing in mobile navigation, autonomous vehicles and voice search.

"We are excited to join the Uberall team," said Lex ten Veen, CEO of Navads. "Navads, as a location technology company, has created a unique position in the global market for local search. The integration will result in greater value to our customers, partners, and the industry, and forms one of the largest location marketing platforms in the world."

To support the acquisition, Uberall has secured an additional \$25 million investment as an extension of its Series B round, which was initially announced in February. The extension brings

the Series B round to a total of \$50 million. Existing investors HPE Growth Capital, Project A and United Internet all participated in the \$25 million extension, led by HPE Growth Capital. Terms of the Navads acquisition were not disclosed.

“We are excited to further support the Uberall team on their path towards market leadership, including the current funding for the Navads acquisition,” said Manfred Krikke, Partner at HPE Growth Capital. “Location marketing spend is growing very rapidly as consumer behavior trends towards localized search. Uberall is globally the best positioned platform to help brands realize the value of their investment in engaging with local consumers.”

Added Huebner: “Our investors are great partners and understand the potential of our service. Local marketing is a \$150-billion category and we are a global leader in our space. We’re excited about the future.”

For more information about Uberall, visit: <http://uberall.com/>.

About Uberall, Inc.

[Uberall](#) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world’s biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](#) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximize revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at www.uberall.com.

About Navads

[Navads](#) is a global company in the GPS, mapping and navigation ecosystem offering [location data management](#) for enterprise and SMB brands worldwide. Distributed by a network of resellers and industry partners, Navads ensures business listings are optimized throughout the entire local search ecosystem. Through its data-quality-focused platform, Navads aims to be the preferred data supplier to the navigation and mapping industry and has strategic relationships with all the principal map development companies, including Google, Waze, Uber, TomTom, Apple and HERE and is trusted by over 800 brands across four continents. Navads is headquartered in Amsterdam, Netherlands with an office in Charlotte, North Carolina.

Learn more at www.navads.eu

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