

Deutsche Post sells its SIMSme messenger to Brabblerr AG

Bonn – March 13, 2019: SIMSme will soon have a new owner. Brabblerr AG, developer and operator of the digital communications platform “ginlo”, has reached a binding agreement with Deutsche Post for the acquisition of Deutsche Post’s secure messenger app SIMSme. In return, Deutsche Post acquires a stake in Brabblerr AG as a way to participate in the future growth of SIMSme. The parties agreed not to disclose information on the purchase price. Completion of the transaction is expected soon.

“This is a great opportunity to bring the best of both product worlds together, and to continue to expand the portfolio of digital communications solutions ‘Made in Germany’,” says Jörg Sellmann, CFO of Brabblerr AG. “And it’s great to have Deutsche Post on board as an important strategic shareholder.”

“We are selling SIMSme at a time when demand is on the rise, especially among business customers, and development capacity needs to be expanded significantly,” says Marco Hauprich, Senior Vice President Digital Labs Deutsche Post AG and responsible for SIMSme. “Brabblerr AG – with its expertise in digital communications, experienced team of developers, and extensive experience in marketing digital services – is exactly the right partner to take our successful product to the next level.”

Existing SIMSme customers can continue to use the service as before. SIMSme remains a free service for private customers; for business customers current pricing plans also remain valid. SIMSme user data remains secure and servers will remain in Germany, ensuring continued compliance with Germany’s strict data privacy standards. End-to-end encryption of SIMSme messages also remains unchanged.

Based in Munich, Brabblerr was founded in 2015 by GMX founders Karsten Schramm, Eric Dolatre and Peter Köhnkow together with Jörg Sellmann, and today employs 76 people from 24 countries. ginlo is Brabblerr’s fully encrypted communications platform dedicated – like SIMSme – to 100% secure and confidential digital communications.

Advising on the deal were IEG Investment Banking Group and Oppenhoff & Partner Rechtsanwälte Steuerberater mbB.

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You can find the press release for download as well as further information on dpdhl.com/pressreleases and on <https://www.ginlo.net/de/press/>

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Deutsche Post – Die Post für Deutschland

Deutsche Post is Europe's largest mail services operator, and market leader in the German mail and parcel market. With its powerful Deutsche Post brand and a workforce of about 155,000 employees committed to service excellence, the company is recognized both as "Die Post für Deutschland" and as a global player in the international delivery of mail and goods. The Deutsche Post portfolio combines the present and future of postal and communications services, ranging from mail and parcel delivery to secure electronic communication and dialog marketing for private and business customers. The company has been a pioneer in new postal technologies, carbon neutral shipping and e-commerce logistics solutions.

Deutsche Post is part of Deutsche Post DHL Group. The Group generated revenues of more than 61 billion euros in 2018.

Brabblers Secure Message and Data Exchange AG

Based in Munich, Brabblers AG develops and operates "ginlo", a fully encrypted communications platform that ensures privacy for individual users and confidentiality for business users.

Private users benefit from a multi-functional, integrated messaging app for digital communications without any undesirable side effects: no tracking, no profiling, no advertising.

Companies can take advantage of an end-to-end encrypted, administrable IT solution for employee communications. ginlo is hosted exclusively in Germany. Access to any and all content is granted exclusively to the companies themselves and their users, ensuring that employees can communicate and exchange data with 100% confidentiality and efficiency.

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Additional information available at: www.brabblers.ag und www.ginlo.net