



Press Release

YPOG advised vivenu on \$50 million financing round

Berlin, November 16, 2021 – A YPOG team led by partner Benjamin Ullrich provided comprehensive legal advice to API-first ticketing company vivenu on the \$50 million Series B financing round. The financing round is led by global investment firm Activant Capital and other unnamed renowned growth investors. Existing investors such as Balderton, Redalpine and Aurum Partners, the fund associated with the NFL team San Francisco 49ers, also participated in this round. vivenu's mission is to transform the global ticketing industry for good. Its API-first ticketing solution breaks and unlocks huge potentials and provides a unified platform to manage, market and analyze ticket sales effortlessly. The new funding will be used to accelerate further expansion into new markets such as the US, strengthen the team and double down on building the vivenu platform to deliver game-changing customer experience for the new digital age.

YPOG already provided comprehensive legal advice on vivenu on its Seed round in March 2020 as well as the Series A financing round led by Balderton Capital at the end of 2020.

Advisors to vivenu:

Dr. Benjamin Ullrich (Lead/Transactions), Partner

Dr. Benedikt Flöter (IP/IT), Senior Associate

Christiane Schnitzler (Transactions), Associate

About vivenu

vivenu is the future-proof solution for ticket sellers to manage, market, and analyze ticket sales efficiently. Created to support hundreds of thousands of event organizers and venues around the globe that until now had to work with clunky systems that haven't kept up with their needs and expectations, vivenu is the first solution for the digital era that enables effortless and self-empowered ticketing. Founded in 2018, the company is headquartered in Düsseldorf and currently supports hundreds of organizers worldwide with its powerful, ready-to-use platform and a set of powerful APIs and SDKs.

About Activant Capital

Activant is a long-term oriented global private investment firm that partners with high-growth companies transforming the industrial complex. Founded in 2015, Activant invests in the infrastructure of commerce and delivers partners the operational support to scale. Existing portfolio companies include Deliverr, Bolt, Better.com, Finix, Tridge, and RetailNext.

About Balderton Capital

Balderton Capital is a London-based venture firm focused exclusively on backing the best European-founded technology companies. In the two decades since its founding, Balderton has worked with hundreds of extraordinary European founders, and has raised eight funds totalling more than \$3 billion. Previous exited investments and current portfolio companies include THG (LSE: THG), Betfair (FTSE: BET), Revolut, Darktrace, Contentful, Frontier Car Group (OLX Group), Talend (NASDAQ: TLND,) and Yoox Net-a-Porter (BIT: YNAP).

**About Redalpine**

Redalpine Venture Partners is a leading European early-stage venture capital investor with over \$500 million AUM and a sector-agnostic investment strategy. Redalpine's diverse team supports its 60+ portfolio companies not only with a financial investment but also its in-house operational and subject matter expertise and extensive international network. Redalpine's ambition is to help talented entrepreneurs turn their visions into reality and scale their businesses into international success stories.

About YPOG

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IP/IT and notarial services. The Team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG has become one of the leading players for venture capital, private equity and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 70 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: www.ypog.law and www.linkedin.com/company/ypog.

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