



Press release

YPOG advises Simon Capital on \$32 million Series B financing of Sastrify

Cologne, May 30, 2023 – YPOG advised Simon Capital on the \$32 million Series B financing round of Cologne-based start-up Sastrify, a German SaaS platform.

Dutch investor Endeit Capital led the funding round, in which Simon Capital as well as the existing investors HV Capital, FirstMark Capital and TriplePoint Capital participated.

The company plans to use the money to expand its team in the US and Europe and develop new product features.

Team

Dr. Adrian Haase (Co-Lead, Transactions), Associated Partner, Hamburg
Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin

About Simon Capital

Simon Capital is an early-stage VC fund based in Germany. The fund invests in driven founders who reshape their industries across consumption, wellbeing, and productivity. Simon Capital makes use of its broad network and expertise rooted in an entrepreneurial heritage to lift new generations of sustainable businesses. The fund follows an active portfolio approach, where capital means more than just mere money; investments so far include e.g., waterdrop, Just Spices, MushLabs, Holy, and Ordio.

About YPOG

YPOG is a law firm specialized on tax and business law which is active in the core fields of Tax, Funds and Transactions. 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 is one of the leading advisors 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 100 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog.

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