



Press Release

YPOG advises Project A Ventures on its investment in yoummday

Berlin, February 14, 2021 – A YPOG team co-led by Martin Schaper and Johannes Janning advised Project A Ventures on the recent private equity co-investment of customer service centre platform yoummday. The funding has a total volume of €30 million and is led by Munich-based investor Armira Growth. Following the transaction, Florian Heinemann, General Partner at Project A, and Florian Tappeiner, Managing Partner at Armira Growth, will join yoummday's advisory board.

The investment will to be used to scale the company's technology and expand the business internationally by acquiring traditional call centres in Europe to integrate them in yoummday's work@home operating system.

Advisors Project A Ventures:

Dr. Martin Schaper (Co-Lead, Corporate/Transactions), Partner

Dr. Johannes Janning (Co-Lead, Corporate/Transactions), Associated Partner

Dr. Malte Bergmann (Tax), Partner

About Project A Ventures

Project A is one of the leading venture capital companies in Europe with offices in Berlin and London. In addition to 600M USD in assets under management, Project A supports its portfolio companies with a team of over 100 in-house experts in themes such as software and product development, business intelligence, brand, design, marketing, sales and recruiting. Project A was founded in 2012 and since then has backed more than 100 start-ups. The portfolio includes companies such as Trade Republic, WorldRemit, sennder, KRY, Spryker, Catawiki and Voi.

About yoummday

Using a comprehensive technology platform, yoummday configures and controls a work@home operating system which gives customers access to more than 35,000 registered multilingual talents from over 65 countries worldwide. The platform automatically matches talents with customers when they fulfil the requirements profile for their project. Thus, agents remain flexible and receive better payment whereas companies have access to the talent they need and manage all operating processes via yoummday's technology.

About Us

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, Notary Services, Banking + Financial Services and FinTech + Blockchain. 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 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 90 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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