

PRESS RELEASE

JENTIS raises €11m Series A to make universal data capture a reality

The funding round led by Bright Pixel Capital, joined by 3TS Capital Partners and Pragmatech Ventures, will fuel product development and accelerate market expansion.

Vienna, 28 November 2023 – JENTIS, a leader in next-gen data capture technology, today announced that it raised €11 million in a Series A funding round led by Bright Pixel (former Sonae IM) and new co-investor 3TS Capital Partners, with the participation from existing investor Pragmatech Ventures. JENTIS empowers businesses to own and control their web data capture independently of third parties. Its breakthrough technology enables radically improved data accuracy for business insights while complying with privacy regulations worldwide.

The funding round follows a year of high growth for JENTIS as businesses demand first-party data capture and data protection compliance. Its unique server-side tracking technology that shifts website data collection from users' browsers to a secure cloud has found rapid adoption by large European e-commerce retailers, among trusted brands in banking and finance, and by major media houses in the US and Central Europe.

JENTIS' Data Capture Platform, positioned at the beginning of the data value chain, enhances data accuracy, availability, and compliance in real time. This positively impacts all upstream and downstream tools and platforms, including Customer Data Platforms (CDPs) and analytics platforms. Its broad compatibility enables quick implementation and cost-effective operation without changing existing technology setups. Customers report significant performance improvements with data uplifts of up to 30%, data correction rates of up to 60%, and significantly faster web page load times.

In an era where data control and ownership are becoming increasingly vital, JENTIS empowers businesses to adapt seamlessly to this changing landscape, offering them a competitive edge in data management and strategy. This capability is crucial in the context of Google's anticipated 2024 phase-out of third-party cookies.

The company was founded in 2020 by a team of data analytics and web tracking specialists around co-founder and CEO Thomas Tauchner in Vienna. The company opened its German office in 2022 and was named the Austrian Scale-up of the Year in Digital Transformation by EY in 2023.

JENTIS will utilize the new investment to accelerate its geographic growth in key European and US markets and enhance its product development efforts, leading the way to realize universal data capture from all digital data sources – including web, mobile, and the Internet of Things – on a single platform.

Thomas Tauchner, Co-Founder and CEO, JENTIS, said: “We see first-party data capture rapidly gaining traction, but marketers and advertisers are struggling to realize the full potential for their

businesses. We developed our platform to make it easy for businesses to capture the highest web data quality while complying with data protection regulations. With this funding round, we are ready to accelerate our growth and bring our technology to new global markets.”

Leonor de L'Hermite, Operating Partner, Bright Pixel Capital, said: “We are seeing the demand for accurate data rising across industries while availability has plummeted. JENTIS has developed an elegant and powerful solution to a complex problem and is positioned to be the first to achieve universal data capture at the beginning of the value chain. We are excited to be part of the journey to make it vastly easier for businesses to achieve data-driven growth while respecting their users’ privacy.”

“We are impressed by JENTIS’ breakthrough Data Capture Platform, which is defining a new, rapidly growing segment in the web infrastructure market. Clients from multiple verticals have realized significant increases in marketing and revenue results, leveraging higher data quality while taking back control over their customer data and ensuring compliance. We are thrilled to join forces and work alongside the JENTIS team as the company scales.” **added Sever Totia, 3TS Partner**, who is also joining JENTIS’ board of directors.

Evgeny Sergeev, Founder and General Partner, Pragmatech, said: “We are excited to continue supporting JENTIS as they grow into a leading vendor in the first-party data capture and privacy compliance space. From their early days, when we first met, the company has grown exponentially, which clearly demonstrates a strong market demand and relevance of innovation made by JENTIS. With this new backing, the team under Thomas’ leadership is well-equipped to continue its global reach in key markets.”

About JENTIS

JENTIS is an Austrian scale-up specializing in advanced server-side web tracking and data protection technologies. Its Data Capture Platform is an all-in-one tracking solution that provides businesses enhanced data quality and data sovereignty while enabling compliance with GDPR and other global data protection regulations. JENTIS raised a seed funding round of €3.3 million in 2022 ahead of a €11 million Series A round in November 2023.

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Learn more about JENTIS at jentis.com/en

About Bright Pixel Capital

Bright Pixel Capital, formerly known as Sonae IM, is the technology investment arm of the multinational group Sonae. With special focus on cybersecurity, infrastructure software, retail technologies, business applications and emerging tech, it has a portfolio of more than 50 companies, from early to growth stages. Bright Pixel Capital acts as a partner that brings specialized know-how, global footprint, and a wealth of experience in helping companies from early stage to IPO.

Learn more at brpx.com

About 3TS Capital Partners

3TS Capital Partners is a leading technology-focused growth capital firm investing primarily across Engineering Europe. 3TS provides expansion capital to businesses in growth sectors including Technology & Internet, Media & Communications, and Technology-Enabled Services. The combination of strong financial backing, strategic value-add, and extensive networks in Europe and the US form the foundation of the 3TS company-building strategy. Investors in the current and past 3TS funds, totaling over €400 million, include EIF (European Investment Fund), Erste Group, Tesi, Cisco, OTP, EBRD, AWS, Sitra, KfW, and 3i, among others.

Learn more at 3tscapital.com

About Pragmatech Ventures

Pragmatech is a London-based Venture Capital firm and Startup Studio that invests in early-stage technology companies in the UK and Europe. The firm's investment focus is on B2B SaaS with ticket sizes of \$500,000 to \$2 million per deal. Pragmatech was founded by Evgeny Sergeev, a serial tech entrepreneur who built several successful companies, including iDeals, the leading virtual data room provider with more than a million business users around the world.

Learn more at pragma.tech