

After ten years of bootstrapping:

COYO secures double-digit million Euro funding for international expansion

Hamburg, November 17th, 2020 – COYO, one of the leading social intranet providers, has signed a definitive agreement to receive double-digit million euro funding – the first since the company was founded in 2010 – from Marlin Equity Partners, a global investment firm with over \$7.4 billion of capital under management. COYO intends to further develop its social intranet platform and accelerate its global expansion.

The funding comes in a time when, due to the COVID-19 pandemic, many companies are working remotely in a decentralized manner. This means that effective internal communication is more critical than ever. COYO gives companies, from mid-sized companies to DAX-listed corporations, a “Digital Home”. The modern social intranet platform enables organizations to communicate more effectively with both desk-based and field employees and improve information flow, productivity and retention.

Since 2010, COYO has offered B2B-software with an intuitive user experience and is one of the leading companies in the market for modern social intranet solutions. Marlin Equity Partners is the first investor to back COYO after the company developed its product over ten years without external investors’ support. The founders Jan Marius Marquardt and Daniel Busch have established a highly qualified team of over 140 employees. From the employee application to the social intranet as well as an integrated Employee Experience Suite, COYO offers customers a fully integrated product range for both desktop and mobile users.

“We are very excited to partner with Marlin to further invest into our existing platform and accelerate our international expansion,” said Jan Marius Marquardt, CEO of COYO. “As a result of the global pandemic, we have witnessed the importance and effectiveness of our solutions for our customers and are ideally positioned to support enterprises globally in adapting to the evolving working environment. Marlin brings critical financial, strategic and international support, as well as a deep appreciation for our value proposition, and we look forward to our future partnership.”

“COYO has built a differentiated, mission critical software platform that makes it the preferred choice for any end user seeking a simple and engaging enterprise-grade solution with a modern look and feel,” said Mike Wilkinson, a principal at Marlin. “COYO’s leadership team has established a scalable, well-referenced business and has recruited and retained exceptional talent to support the business. We look forward to collaborating with the entire team to further capitalize on COYO’s strong position in Germany and drive both organic and inorganic growth through additional investment into the platform.”

About COYO

COYO, founded by Jan Marquardt in 2010, is one of the leading companies in the modern intranet software market. COYO stands for B2B software that impresses with a beautiful design and an extraordinary user-experience. In addition to the desktop version (COYO Social Intranet), the company also offers an employee app (COYO Engage), that allows employers to engage with all employees at any time and any place. Together with Daniel Busch and Stefan Schnock, Jan Marquardt is successfully leading a team of over 140 people at the headquarters in Hamburg. From electricity providers to chocolate makers, COYO gives over one million users in companies such as Deutsche Bahn, Ritter Sport, Asklepios, Metro or E.On a Digital Home that is loved by its users. More information can be found at www.coyoapp.com.

About Marlin Equity Partners

Marlin Equity Partners is a global investment firm with over \$7.4 billion of capital under management. The firm is focused on providing corporate parents, shareholders and other stakeholders with tailored solutions that meet their business and liquidity needs. Marlin invests in businesses across multiple industries where its capital base, industry relationships and extensive network of operational resources significantly strengthen a company's outlook and enhance value. Since its inception, Marlin, through its group of funds and related companies, has successfully completed over 170 acquisitions. The firm is headquartered in Los Angeles, California with an additional office in London. For more information, please visit www.marlinequity.com.