



PRESS RELEASE

Hamburg, 16.01.2017

New Swiss startup starts successfully in Germany!

Sebuyo – An online marketplace for businesses and properties of the gastronomy and hospitality industry based in Switzerland, is expanding successfully to Germany by the turn of the year and surpasses its own expectations. Just a few days after the start, more than 250 advertisements were published on the marketplace. The heads behind Sebuyo have big, because further sites are already in the pipeline.

In September 2016, the CEO (Laas Wilhelm, 30) founded the start-up in Switzerland. The young company from Zurich allows its users to search and offer businesses and properties for the gastronomy and hotel industry. For Swiss users, the marketplace is available at www.sebuyo.com and from now on for German users at www.sebuyo.de.

After only a short time, the team succeeded in acquiring more than 220 advertisements in Switzerland. In addition, the start-up has several well-known companies such as Phar Management, Macam (insurance company), Zurich Insurance (Piunti Unternehmeragentur), Zürcher Kantonalbank (Bank), Contenance GmbH (full service agency), Contenance Production GmbH (branding) and Mokaflor Srl (Coffee makers) in its partner network. In this way, Sebuyo offers tailor-made solutions at special conditions to restaurateurs and hoteliers.

"A major goal of Sebuyo is breaching the language barrier for its users. This brings transparency to the market and creates new opportunities and new business relationships," says CEO Laas Wilhelm. Additionally, the start-up offers a network of partners, which consists of three parts: partners for restaurateurs, hoteliers, agents and general partnerships. In this way, Sebuyo contributes to the success of businesses and improves the network in this sector.

Since the start of the year at the start of the year, the start-up exceeded its expectations and already gained more than 250 advertisements in the German market within a few days, clearly exceeding its own forecast (100 listings in January). The heads behind the start-up are constantly developing the platform to meet the needs of the users as well as the user experience both functionally and visually.

The welcome offer (advertisements can currently be published free of charge) and the redesign of the website is very well received by the new customers and users of the marketplace. In addition, Sebuyo can announce another successfully closed cooperation with the website locanto.com of the company Yalwa GmbH and sets the course for success.

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Details about Sebuyo

Advertisers receive an international platform specialized in gastronomy and hospitality industry to offer companies and properties to a wide and international audience. The properties are in 16 different categories. Sebuyo does not charge any commissions for brokering the operation, the only fees are charged for the placement of an advertisement. The marketplace is attractive to brokers as well as to direct suppliers, especially as Sebuyo is positioned as an independent platform. The company generates revenues from fees for advertisements. The Startup also provides solutions for a discreet and professional placement of the business and / or property on its marketplace. Through Sebuyo's international focus, the platform is also attractive to brokers who are normally restricted regionally or nationally. These will get the opportunity to offer their objects beyond the national borders and at fair conditions on the platform and thus open to a completely new customer group.

Products & Services offered by Sebuyo

Sebuyo offers different services and products to the entrepreneurs and buyers. In addition to its internationally oriented database with attractive advertisements, Sebuyo has a practical search functions such as the "Sebuyo SearchRequest". This gives the user an automatic notification when a matching ad is found or added to his previous search query. In addition, brokers and owners who use a software to manage your objects can easily transfer their objects to the marketplace (via XML interface with OpenImmo standard).

For publishing an advertisement, the user acquires so-called Sebuyo PinCredits. Applying such a credit to an advertisement activates the features of services to the selected advertisement. There are three different PinCredits: Light PinCredit, Basic PinCredit and Premium PinCredit. Now credits can be obtained by sending a message to buy@sebuyo.com with the username and the desired number of credits to the Sebuyo Service Team. Soon this process will be automated and additional payment options will be added (PayPal, Instant, etc.).

Detailed information about the credits and other products and services please visit www.sebuyo.com/products.

Sebuyo Partner Network

In Switzerland, as well as in Germany, Sebuyo has already concluded several partnerships with well-known companies, whose services are sometimes offered to entrepreneurs at special conditions. Sebuyo has accumulated a lot of experience in this field. Therefore, Sebuyo is re-building this sector. In the future, this network will be divided into three categories: gastronomy + hospitality, broker + owner and strategic partnerships.

Business model

After the current free-for-all phase, Sebuyo will generate its revenue through the fees for placing listings. Sebuyo offers three different credits (price between 39-89 € per credit), which differ in duration and scope of services. By acquiring Light, Basic or Premium Credits, the respective ad can be activated with the appropriate features. Until now, private equity exclusively funds the company. The current team consists of five highly motivated and young people who want to take the startup across Europe.



Contact & Press Service:

For questions, comments or further information, please do not hesitate to contact us. We also have a press service on our website at www.sebuyo.com/press.

Press Contact Person

Ilja Grinstejn

Public Relations Officer

E-Mail: press@sebuyo.com

Fon: +49 (0)40 7690 8841

Fax: +49 (0)32 2264 3142 9

Sebuyo Deutschland GmbH

Oestmanns Treppe 1

22587 Hamburg