

TrustYou has successfully been sold to Recruit Holdings. – IEG as exclusive financial advisor to TrustYou

- Leading Japanese Internet and Media Group Recruit acquires TrustYou to help accelerate its global growth ambition
- With this investment, TrustYou wants to realize its vision to build the world's largest guest feedback platform
- IEG – Investment Banking Group acted as exclusive financial advisor to TrustYou

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Today, Recruit Holdings Co., Ltd has announced the acquisition of TrustYou, the world's largest guest feedback platform, with the goal to further invest in the international hospitality and travel market. This marks a major milestone for TrustYou and results in increased opportunities for growth across the globe. TrustYou's management will remain to be led by the two founders, Jakob Riegger and Benjamin Jost, in collaboration with the global management team, who is committed to stay on board on a long-term basis. Through this investment, customers and partners will benefit from broader and faster product development as well as optimized customer service and account management.

Founded in 2008, TrustYou has established itself in the travel industry with its unique guest feedback platform and is currently operating from five headquarters around the globe: Germany, Romania, United States, Singapore, and Japan. TrustYou collects and analyzes approximately 100 million reviews every year for hundreds of thousands of hotels across the globe. The sophisticated platform is used by a large number of independent hotels as well as major global hotel chains such as AccorHotels, Best Western, NH Hotels, and Mövenpick Hotels. TrustYou's review summarization and ranking data are used by numerous search and travel sites, such as Google Search and Maps, KAYAK, Skyscanner or Hotels.com.

Benjamin Jost, CEO at TrustYou, states: "We meticulously searched for a partner who would help support and execute TrustYou's vision to build the world's largest guest feedback platform while allowing us to run the company as independently as before. With Recruit, we found a partner that is eager to support us with its financial resources and knowledge which will give us the necessary boost to accelerate future growth, be it organically or via further acquisitions."

Recruit expanded outside of Japan starting in 2009 with the goal to discover "Opportunities for Life" around the world. Recruit brings the principles of entrepreneurship and a strong sense of ownership to all their business holdings with their vast portfolio of software companies across ten major industries.

"TrustYou sparked our interest three years ago with its unique technology and product portfolio, as well as its highly successful, entrepreneurial team. Its remarkable growth from a small start up to a globally operating company is very impressive to us and we see a high potential for further growth and expansion. We are very committed to providing TrustYou with the necessary resources it needs to spearhead our big ambitions in the hospitality and travel market," adds Yoshihiro Kitamura, Head of Media and Solution Strategic Business from Recruit Holdings.

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About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financing & Principal Investment for Internet, Technology & Services. Locally present in the key international growth regions and/or emerging markets, IEG – Investment Banking Group is a unique, influential and trusted partner for growth companies and larger, international corporates. Founded in 1999 and owned by its partners, IEG now employs more than 100 professionals around the world. For more information about IEG – Investment Banking Group refer to: www.ieg-banking.com.

About TrustYou

TrustYou, the world's largest guest feedback platform, provides hotels with insights to improve their guest experience and market to future guests. Guest feedback informs 95% of booking decisions, and TrustYou's guest feedback platform incorporates hundreds of millions of hotel reviews, surveys, social comments, and direct messages through SMS, email, Facebook Messenger and more. This information is analyzed along each step of a traveler's journey, including booking and pre-stay queries, real-time guest request, and post-stay feedback, to generate actionable insights for hundreds of thousands of hotels. TrustYou's platform is made up of various components, including TrustYou Meta-Reviews*, verified global review summaries displayed on travel and search sites like Google, KAYAK, and Hotels.com; TrustYou Messaging, real-time guest messaging service; TrustYou Stars, an advanced guest satisfaction survey tool; TrustYou Analytics, the world's leading online reputation management tool and the accompanying app TrustYou Radar. PMS, CRM, IBE and other hotel software providers can make use of TrustYou Connect, a partner program to integrate TrustYou's guest feedback platform with its products to help their hotel clients to positively influence every stage of the guest journey. For more information about TrustYou refer to: www.trustyou.com.

About Recruit Holdings Co. Ltd

Founded in 1960, Recruit Holdings is a leading information services and human resources company in Japan. Through a wide range of services, Recruit is focused on a variety of areas, including employment, education, housing, marriage, travel, restaurants, beauty, cars, hobbies, and lifestyles. Recruit has more than 30,000 employees and operates all over the world. For more information about Recruit Holding please refer to: www.recruit-rgf.com.