

**Deutsche Post sells its messenger service SIMSme to Brabbl AG –  
IEG - Investment Banking Group as exclusive financial advisor to Deutsche Post AG**

- Brabbl AG, the developer and operator of the communications platform ginlo, has reached a binding agreement to acquire the secure messenger service of Deutsche Post, SIMSme
- In return, Deutsche Post acquires a stake in Brabbl AG
- IEG - Investment Banking Group has acted as exclusive financial advisor to Deutsche Post AG

Bonn, 13 March 2019

Brabbl AG, the developer and operator of the communications platform ginlo, has reached a binding agreement with Deutsche Post to acquire Deutsche Post's secure messenger service SIMSme. In return, Deutsche Post acquires a stake in Brabbl AG to participate in the future growth of SIMSme. Both parties have agreed not to disclose the purchasing price. The completion of the transaction is expected soon.

Marco Hauprich, Senior Vice President Digital Labs Deutsche Post AG and responsible for SIMSme, states about the transaction: "We are selling SIMSme at a time when demand is on the rise, especially among business customers, and development capacity needs to be expanded significantly. Brabbl AG – with its expertise in digital communications, experienced team of developers, and extensive experience in marketing digital services – is exactly the right partner to take our successful product to the next level."

Mirko Heide, Executive Director of IEG - Investment Banking Group emphasizes: "We are proud and excited to support Deutsche Post in this transaction. The combination of SIMSme and Brabbl is an important milestone in creating a leading European secure communication platform."

IEG - Investment Banking Group has acted as exclusive financial advisor to Deutsche Post AG during the sale process.

**About IEG – Investment Banking Group**

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financings & Principal Investments 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 80 professionals around the world. For more information about IEG – Investment Banking Group, please refer to: [www.ieg-banking.com](http://www.ieg-banking.com).

**About Deutsche Post AG**

Deutsche Post is the largest postal service provider in Europe and the market leader in the German letter mail and parcel market. With the strong Deutsche Post brand and around 150,000 employees committed to the highest service standards, the company is recognized as "Die Post für Deutschland" and as one of the leading providers of international letter and parcel services. Deutsche Post's range of products and services combines the present and future of postal and communications services: from letter and parcel delivery to secure electronic communication and dialogue marketing for private and business customers. As a pioneer, the company is developing new technologies such as CO2-neutral shipping and logistics solutions for online trading. For further information about Deutsche Post AG, please refer to: [www.deutschepost.de](http://www.deutschepost.de).

## About SIMSme

SIMSme is an internet-based, platform-controlled instant messaging service and the SAVEST messenger provided by Deutsche Post AG for companies, public authorities and private individuals. The secure messenger app protects the data of their clients from access by hackers and third parties. The messenger provides state-of-the-art functions and is at the same time free of charge and free of advertising. SIMSme offers end-to-end encryption and processes data only on servers in Germany. The service is DSGVO compliant and protects the privacy of its users at all time. For more information about SIMSme, please refer to: [www.sims.me](http://www.sims.me).

## About Brabblér

Brabblér AG in Munich develops a communication platform named "ginlo" that ensures privacy for private users and confidentiality for companies. Organizations can rely on an end-to-end encrypted and manageable IT solution for the communication among their employees. It is exclusively hosted in Germany. Access to all content is limited to the organization and its users. This allows employees to communicate and exchange data efficiently and with 100 percent confidentiality. Brabblér was started up in 2015 by GMX founders Karsten Schramm, Peter Köhnkow, and Eric Dolatre, as well as Jörg Sellmann. For further information about Brabblér, please refer to: [www.brabblér.ag](http://www.brabblér.ag) and [www.ginlo.net](http://www.ginlo.net).