

# COMPANY PORTRAIT

(Status as of: 05/2024)

The fast-growing Sovendus GmbH, headquartered in Karlsruhe, Germany, was founded in 2008 and currently employs more than 140 people. The company operates a network of over 1,900 online shops in Germany, Belgium, the UK, France, the Netherlands, Austria, Switzerland, Spain, Denmark, Italy, Poland, Sweden, and Ireland. Every month, Sovendus offers more than 24 million online shoppers attractive benefits and helps them to have a positive shopping experience. Through Sovendus' intelligent e-commerce marketing solutions, the 1,900 Sovendus partners benefit from new customers, additional sales, direct revenues, high-quality newsletter addresses and an optimised conversion rate.

## Our mission

We strongly believe that a strong network is essential for business success. By connecting stores and customers, we aim to create mutual benefits. Our mission is to balance the interests of our partner stores with the needs of online shoppers. Thus, we focus on two main objectives: ensuring relevant transactions for our partners and providing applicable offers for online shoppers.

## This is how we think, design and work

Based in the technology region of Karlsruhe, we are constantly working on the success of our network. With creativity and an open mind, we create relevant marketing solutions for our partners. We place particular emphasis on team spirit, solid partnerships and innovative ideas.

As an innovative company, we are constantly striving to improve. Although we have many years of experience in the online business, we are continually learning and adapting to the demands and needs of the market. With our strong partners, we move forward with curiosity and courage, always working on new solutions and improvements.

## Sovendus in figures

- 145 employees
- 55% male employees, 45% female employees
- Average age of 35
- 18 nationalities
- 15 spoken languages

## PRESS CONTACT

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