

UNIFIED VOC ANALYTICS PLATFORM WONDERFLOW, A ROCKSTART PORTFOLIO COMPANY, RAISES USD 20 MILLION IN A ROUND LED BY KLASS CAPITAL

- This is the third financing round for Wonderflow, which has now raised USD\$25M to date. Wonderflow makes Voice of the Customer (VoC) data valuable for businesses allowing brands to make winning decisions based on customer feedback. The start-up assists brands like Philips, Colgate-Palmolive, Uber, DHL, Delonghi, Reckitt Benckiser, Beiersdorf, Beko, Samsung, GSK, Lavazza, Grundig, Kantar and many more.
- The funding will be used to consolidate Wonderflow's leadership in creating and distributing predictive technologies based on VoC. The company aims to further strengthen its position in the European market by hiring new talent across its three offices in Amsterdam, Milan, and Trento. Wonderflow also aims to expand internationally by launching a new office in North America.
- Rockstart accelerated and invested in Wonderflow back in 2014 when the company was in its pre-revenue stage.
- Toronto-based growth investor Klass Capital led the \$20M round. Existing investors, including Italian venture capital firm P101, ITALIA 500 (Azimut Group) and renowned Dutch top manager Jan Bennink, also participated in the round.

Amsterdam, June 29 2021: Rockstart, global accelerator-VC, announces that its 2014 portfolio company Wonderflow, a leading Unified VoC Analytics platform, has raised €16.5m (USD\$20 million) of growth funding led by Toronto-based Klass Capital - a long term oriented growth equity firm that invests in enterprise software businesses. Existing investors, including Italian venture capital firm P101, ITALIA 500 (Azimut Group) and renowned Dutch top manager Jan Bennink, also participated in the round.

Wonderflow makes VoC data valuable for businesses. Today, most enterprises that generate a large amount of unsolicited customer feedback are not able to properly leverage the data they have collected. Through its proprietary AI, Wonderflow can analyze all unstructured feedback, from multiple sources, and help brands improve the overall customer experience. Wonderflow is part of the VoC analytics sector. According to the most recent estimates by Gartner, this market is steadily growing at approximately 20% to 25% per year, which has driven the VoC application software market size above \$2 billion.

Wonderflow was founded in 2014 by Italian entrepreneurs Riccardo Osti, Giovanni Gaglione, and Michele Ruini. Despite the pandemic, the company has grown more than 100% in the last 12 months. Wonderflow assists brands like Philips, Colgate-Palmolive, Uber, DHL, DeLonghi, Reckitt Benckiser, Beiersdorf, Beko, Samsung, GSK, Lavazza, Grundig, Kantar and many more. In the first year of using the platform, many of Wonderflow's customers achieved growth in consumer satisfaction of up to 100%.

Today, approximately 50 people work in Wonderflow's offices located in Amsterdam, Milan, and Trento. The founders have built a business environment rich in values and diversity as the company has employees from more than ten nationalities and over 60% of team members are women. Furthermore, the team includes senior executives and serial entrepreneurs who have advanced knowledge in the Customer Experience (CX) industry, particularly when it comes to driving customer insights through AI and Big Data. Wonderflow is recognized as the only HOT Vendor in the feedback analytics category in Europe by Aragon Research, Ovum, and OMDIA.

"Our partnership with Klass represents an important step in our global expansion plan. We will continue investing in Artificial Intelligence to strengthen our leadership in Natural Language Processing, Prediction, and Narrative Insights. We will grow our teams in Europe and North America to offer increasingly strong support to our enterprise customers."

— Riccardo Osti, CEO of Wonderflow

“When we met Riccardo and Giovanni, Wonderflow was still pre-revenue. During our due diligence process prior to our investment, we were impressed with their ability to move fast and translate customers’ needs into easy-to-understand technical solutions. We are proud to have been the first investor in them and are excited to see that the founders are bringing on new expertise to take Wonderflow to the next level.”

— Rune Theill, CEO & co-founder at Rockstart

“We're impressed with Wonderflow's cutting-edge technology and culture of innovation. The way Wonderflow uses advanced AI to analyze customer feedback is clearly disrupting the market. During the time we spent with Riccardo and the Wonderflow team, we were struck by their tenacity and collaborative approach with their partners. We're excited to start working with Wonderflow to help them scale and become the new global standard in customer feedback analysis.”

— Daniel Klass, Founder and Managing Partner of Klass Capital

“As a Wonderflow board member, I am very pleased that Klass Capital has decided to make an important investment in the company’s growth. Since its launch as a start-up in Holland in 2014, Wonderflow has achieved tremendous growth and development. Its innovative technology to distill the voice of the customer and its predictive capabilities have proven to be very helpful for many companies in developing and improving their products”.

— Jan Bennink - Wonderflow Board Member

“Wonderflow is one of the leading examples in the Netherlands of a startup that can scale extremely quickly. From Techleap.nl and the Rise program, we think it is important to give Wonderflow a stage in the Dutch ecosystem. With this funding round they show they are fast growers, ready to take over the world.”

— Tjarda Voorneman, Lead of the Rise Program at Techleap.nl

About Wonderflow

Wonderflow is an AI-based analytics platform that enables global brands to make winning decisions listening to the actual Voice of the Customer. Founded in 2014 by Italian entrepreneurs Riccardo Osti, Giovanni Gaglione and Michele Ruini, and backed by high-profile investors, Wonderflow assists global brands like Philips, Colgate-Palmolive, and De'Longhi Group in their path to become more consumer-centric. For more information, visit www.wonderflow.ai

About Klass Capital

Klass is a Toronto-based growth equity firm that is passionate about helping software companies scale to become world-leading organizations. Klass takes a long-term approach to investing and is highly focused on adding value to its partners. Klass has invested in over 20 high-growth SaaS companies across North America and Europe. For more information, visit www.klass.com

About P101 SGR

P101 SGR is one of the leading venture capital firms in Italy, investing in digital and technology-driven companies in Europe. Founded in 2013 by Andrea Di Camillo, it is supported by Azimut, Fondo Italiano di Investimento, European Investment Fund, Fondo Pensione BCC, Cassa Forense, as well as some of the main Italian entrepreneurial families. P101 SGR currently manages two funds, as well as the first VC retail investment fund, developed in collaboration with Azimut Group. Managing assets for over € 200 million, P101 has invested in more than 40 tech companies, including BorsadelCredito.it, Cortilia, Milkman, MusixMatch, and Tannico. For more information, visit www.p101.it.

About Rise

Techleap.nl's Rise program offers tech companies the opportunity to share challenges with each other and experienced entrepreneurs, without cost or share in the company, in order to gain insights to grow further. Techleap.nl is a non-profit organization that helps develop and accelerate a healthy startup and scale-up ecosystem. The organization acts as a center of expertise and works with stakeholders to strengthen access to capital, markets, talent and technological or scientific knowledge in the startup ecosystem. Special Envoy is Prince Constantine van Orange.

ABOUT ROCKSTART

Rockstart is a global accelerator-VC that empowers purpose-driven founders on their way to success across three domains: Energy, AgriFood, and Emerging Technologies. Since its inception in 2011, Rockstart has invested in more than 250 startups and its alumni value to date is €1/2bn. Rockstart is an international team of +35 professionals dedicated to empowering purpose-driven founders to become scalable and change the world for the better. Rockstart has notable exits such as Wercker, Bouw7, iClinic and in 2021 3D Hubs and Brincr. The company has offices in Amsterdam, The Netherlands, Copenhagen, Denmark and Bogota, Colombia.



ROCKSTART