

Press Release

## Scanbot & Scanbot Pro apps sold to Maple Media

\*\*\* for immediate release \*\*\*

doo GmbH / Scanbot is proud to announce that the consumer apps Scanbot, Scanbot Pro, and Unfade have found a great new home at Los Angeles based Maple Media. doo will now focus 100% on the Scanbot SDK scanning component for businesses.

After years of splitting the focus between its popular consumer apps and a rapidly growing SDK business, doo had to make a choice which market they want to lead. The Scanbot consumer apps won numerous awards, acquired millions of active users, and gained notable recognition by Apple and Google, such as being highlighted as the App Store "App Of The Day", Top Developer and Editors' Choice on Google Play. However, changing landscapes in the consumer app business required strategies that were impossible to carry out next to the growing demands of the Scanbot SDK business segment.

Maple Media, who has expertise in owning and operating mobile apps, with over 110 apps on the App Store and Google Play in their portfolio, approached doo at the right moment with the idea to merge the apps into their existing portfolio and continue to operate and improve them with the learnings of their business. Maple Media already operates several popular productivity apps, including calendar app, WeekCal and currency converter app, Calconvert.

After spending lots of thought and long meetings on the topic, it became clear that this would be the best option for both products.

*"It was a tough decision, but we realized that this change makes a lot of sense. Our business customers would be happy because we have more resources to develop multiple major features at the same time. But it would also make our consumer app users happy if someone focused on their needs with all of their energy."*

—Christoph Wagner, CEO doo GmbH

*"We originally came across Scanbot because we were already avid users and considered it the best product for its category on mobile. We look for quality apps to add to our portfolio and we were impressed with doo's industry leading mobile scanner technology. This made for a great fit; we plan to continue to carry the spirit of the apps going forward and to invest in supporting the product and users long into the future."*

—Michael Ritter, CEO Maple Media, LLC.

The sale isn't the first significant change for doo. Back in 2011, the vision was to revolutionize document management by building a cloud service with apps for Mac, Windows, Android, and iOS.

*"At this time the company tried to solve 100 problems on each platform at the same time. Things changed daily, and the stakes were getting higher each day. This was a setup for disaster."*

—Christoph Wagner, CEO



Scanbot / doo GmbH

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# Scanbot / doo GmbH

After the pivot in 2014, Scanbot emerged like a phoenix from the ashes of the old apps. Soon after, it became so popular that doo received requests for a scanning SDK from all over the world. Businesses in the insurance, logistics, health-care, and banking sector kept knocking on our door. They all wanted to use the same high-quality scanning and data extraction components of our apps for their business. A few years later, the Scanbot SDK is in use by more than 200 companies, including big Fortune 500 and DAX 30 names.

*"The sale feels like a purification of what we do. This allows us to focus on our core business, while we are confident in Maple Media's expertise to continue to operate and grow Scanbot the app."*

—Christoph Wagner, CEO

**The next chapter of the company starts now...**

## Media Contact

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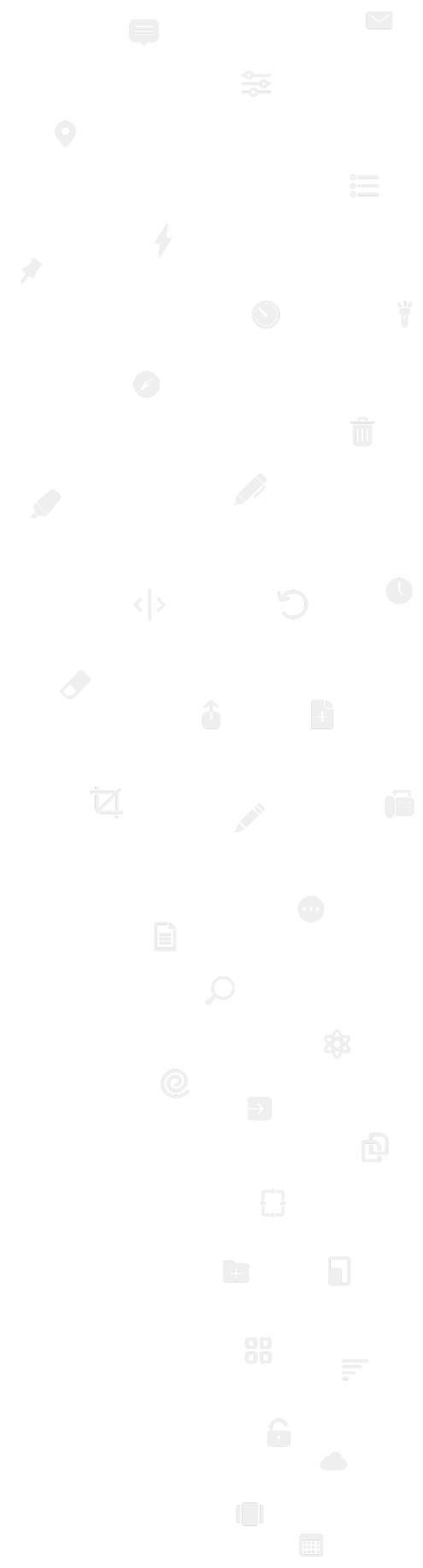
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