

Alaya to reinforce international expansion and develop offering thanks to CHF 2.0 Mio financing

Employee engagement platform opens offices in the UK, Spain, Singapore, and Germany in 2020 to help more companies do good

Geneva, 23 April 2020 - Alaya, a leading Software-as-a-Service provider of purpose-driven employee engagement solutions, announces a CHF 2.0 Mio financing led by Backbone Ventures. The round is joined by investiere, a Swiss family office, Gentian Investments, and experienced business angels.

Alaya's software helps companies and their employees take concrete actions to address today's social and environmental challenges by volunteering, giving, or changing their habits. Since 2018, Alaya's community of over 86'000 changemakers have volunteered over 275'000 hours and donated more than € 2 Mio. With offices in Switzerland, France, Spain, and the UK, Alaya is opening branches in Singapore and Germany.

"These funds will allow us to enter new markets, expand our offering, and help more companies to support causes they care about. We're especially excited about developing new ways for companies to engage their employees through purposeful actions. We're looking forward to sharing more about them later this year," says Niklas van Neyghem, Co-Founder and COO.

"The financing round enables us to adapt swiftly and re-focus on virtual volunteering and giving which both nonprofits and companies are seeking at this extraordinary time. For example, virtual fundraising initiatives, like charity yoga classes, and remote skills-based volunteering have been particularly in demand", adds André Abreu, Co-Founder and CEO.

"Alaya consists of outstanding minds with a great spirit in an interesting market. We were attracted by the combination of financial, sustainable, and philanthropic goals which are perfectly aligned at Alaya. This embodies our investment philosophy to consider both financial interests and sustainability for the future generations. The team proved that they can grow the business efficiently and convinced reputable clients of their product. Now, the foundation is set for international success and further growing traction in the targeted markets, and we are proud to be a part of it", comments Philippe Bernet, Founding Partner at Backbone Ventures.

"We were impressed by Alaya's traction with reputable Swiss and multinational clients, which represent a large upselling potential. And we're convinced that Alaya's social engagement platform benefits employers, employees and nonprofits alike", says Susanne Schorsch, Investment Manager at investiere.

About Alaya

Founded in 2018, Alaya's platform and world-class service empower companies to build a purposeful culture and engage employees while acting on today's social and environmental challenges. Alaya's headquarters are in Switzerland, with branches in France, the UK and Spain. Alaya counts 22 employees who serve several dozens of corporate clients, such as BNP Paribas, PwC, and Firmenich. Alaya offers a Software-as-a-Service (SaaS) model, where companies license their digital platform to easily manage their purpose-driven employee engagement programs, such as volunteering and giving.

For more information: www.alayagood.com

About Investors

Backbone Ventures:

www.backboneventures.ch

Investiere:

www.investiere.ch

Gentian Investments:

www.gentian.investments

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