



## PRESS RELEASE

### **Textmetrics secures new financing round to accelerate growth**

*AI based SaaS service for content consistency convinces multinational customers*

**Arnhem (the Netherlands), November 14, 2019 – Textmetrics, a young tech-company specialised in content consistency, today announced it has closed a new round of funding led by the East Netherlands Development Agency (Oost NL), with participation of existing investors and new investors Filsa EAF and Sornin9901.**

Textmetrics enables organizations through its Software-as-a-Service (SaaS) to centrally control and continuously improve the effectiveness of their online and offline texts. Powered by machine learning and artificial intelligence, Textmetrics assists with real-time suggestions to write compelling content that persuades target audiences (eg. customer acquisition, personnel recruitment) and enhances brand loyalty.

The announced investment will be used to help the company accelerate its international growth by expanding its sales and marketing operations, and for growing its product development and customer success teams.

Textmetrics SaaS services are used by companies such as ING, Bol.com, Accenture, Volkswagen and Randstad.

Tim Markus, investment manager Tech at Oost NL: “Improvement of content quality is important for businesses. Textmetrics has a solution for businesses to optimize their content. We are pleased to contribute to the further development of Textmetrics. Growth of innovative companies like Textmetrics is essential to our regional economic development and local employment opportunities.”

Marcel Leeman, CEO at Textmetrics highly values the closing of this financing round. “This investment allows us to meet fast-growing customer demand for our services and to continuously add new functionalities. We welcome our new shareholders.”

#### **About Textmetrics**

Textmetrics, a Arnhem, the Netherlands based young tech-company specialised in content consistency, enables organizations through its Software-as-a-Service (SaaS) to centrally control and continuously improve the effectiveness of their online and offline texts. Powered by machine learning and artificial intelligence, Textmetrics assists with real-time suggestions to write compelling content that persuades target audiences (eg. customer acquisition, personnel recruitment) and enhances brand loyalty.

For more information, please visit [www.textmetrics.com](http://www.textmetrics.com), or connect with us on [Twitter](#) or [LinkedIn](#)

#### **About Oost NL**

Oost NL (East Netherlands Development Agency) is an agency that focuses its activities and projects on strengthening and stimulating the economy of the provinces of Gelderland and Overijssel, the Netherlands. Oost NL supports starting and growth-phase SMEs. This is done partly with risk capital from various revolving innovation funds, and partly through OostNL knowledge and networks. Through the revolving funds OostNL

provides for direct as well as indirect investment and takes care of the fund management. In addition, public and private investors are stimulated and supported.

#### **About Filsa EAF**

Filsa EAF BV is a joint venture between FILSA BV and the European Angel Fund. It selectively invests in fast-growing early-phase companies in the Cleantech, Telecommunications, Internet and IT sectors that want to gain market share in the B2B markets with innovative services and that want to internationalize.

#### **About Sornin9901**

Sorning9901 ('s Hertogenbosch, the Netherlands) is an investment fund founded by Arjen Heeres with focus on co-investments in Tech Companies featuring international growth potential.

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