



Press release

## **YPOG advises alfa8 and Amplifier on €28.2 million financing round of Hive**

**Cologne, July 16, 2024** – YPOG advised existing investors alfa8 and Amplifier on the €28.2 million Series A financing round of Hive Technologies ("Hive"). Earlybird led the round, in which existing investors such as Tiger Global and Picus Capital also participated. The round also included a €10 million venture debt from Atempo Growth.

Founded in Berlin in 2020, Hive has developed into the leading operations platform for independent brands in Europe. The start-up helps direct-to-consumer (D2C) brands get their products to customers quickly and easily. The company's platform covers the entire operational value chain, including fulfillment, delivery and post-purchase customer experience. Key features include multichannel inventory and order management, intelligent carrier selection, personalization tools and its consumer-centric tracking and returns solution.

Hive has already established a presence in Germany, France, Italy, Spain and the UK.

Hive intends to use the new capital to further accelerate growth and product development and plans to reach the profit zone next year.

### **Team**

Dr. Johannes Janning (Lead) (Transactions), Partner, Cologne  
Benedikt Kreuder (Transactions), Senior Associate, Berlin

### **About alfa8**

A family office with over 100 years of shipping heritage. Investing in private capital, alternatives and public securities globally. Supporting the green transition through COlab, our venture and direct tech investment unit. Focusing on long-term value creation with a permanent capital base and flexible investment mandate.

### **About Amplifier**

Amplifier Ventures is a Berlin-based venture capitalist that invests in logistics and mobility technologies. As a specialized fund, Amplifier uses its expertise and extensive network of industry partners to support founders.

### **About YPOG**

YPOG is a law firm specialized in tax and business law, active in the core fields of Funds, Tax, Banking + Finance, and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations, as well as private equity, and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity, and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus, Chambers and Partners as well as Leaders League. Today, YPOG has more than 120 experienced lawyers and tax specialists and a notary, in three offices, located in Berlin, Hamburg, and Cologne.

Further information: <http://www.ypog.law> and [www.linkedin.com/company/ypog](http://www.linkedin.com/company/ypog)



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