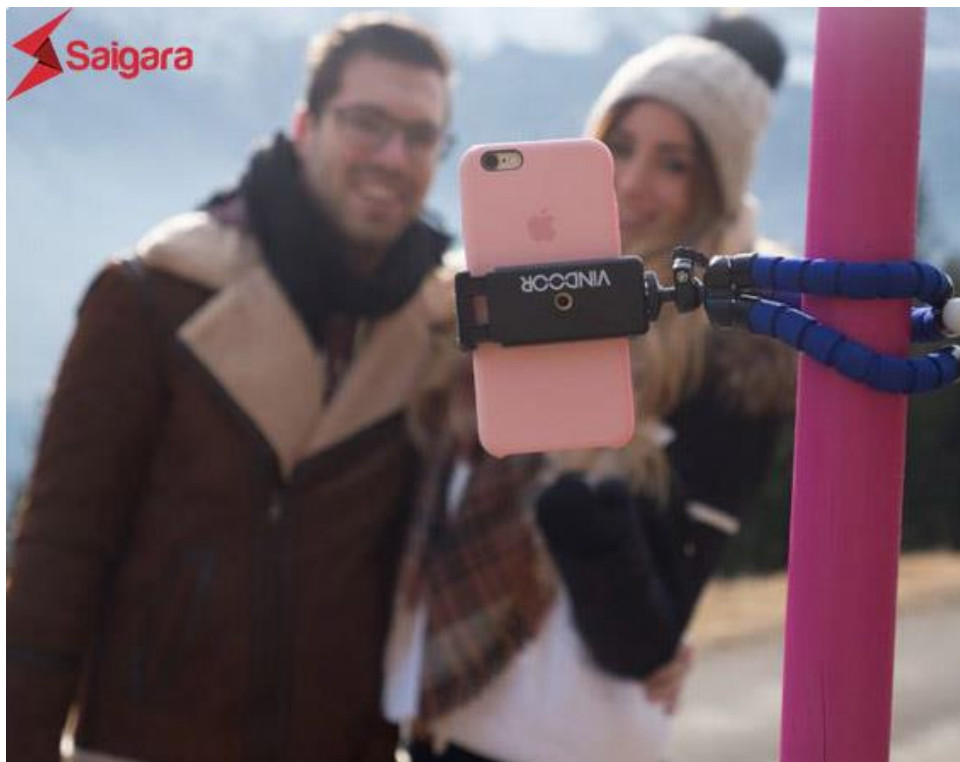


## Press release

Zurich, 12.03.2019

### **E-commerce specialist Saigara generates high-quality customer base and achieves above-average growth in 2018**

**Balluun subsidiary integrates Facebook Lookalike Audience into its social-selling operations for Sanea Haushalt**



**The B2C specialist Saigara - a subsidiary of Balluun AG - develops and operates e-commerce and social-selling solutions. With the help of Facebook Lookalike Audiences the team was last year able to generate a high-quality customer base and above-average sales figures for its Sanea Haushalt (household) platform.**

The Saigara team develops and operates a number of international online shops, including [Sanea-Haushalt](#) in the living, sports and leisure sectors. The B2C e-commerce and social-selling solutions are based on data analytics, market potential, search volume and global sourcing. Saigara's products achieve a significant increase in reach on digital marketplaces by means of precise digital targeting and efficient online marketing.

Sanea-Haushalt is an online shop for household articles and is operated by Saigara. The B2C e-commerce specialist has now announced its first figures: In the first six months since its launch, Saigara succeeded in acquiring 46,000 new customers for this shop via Facebook Lookalike Audiences. With the Facebook tool it is possible, for example, to create a precise target group for online marketing that is very similar to the existing basis of high-quality customers, and therefore brings with it strong purchasing potential.

In 2018 Saigara GmbH joined Balluun AG, the leading global provider of social e-commerce solutions on the B2B market. With this acquisition Balluun has strengthened its portfolio: the integration creates great potential for profitable growth in the B2B(2C) market.

The takeover will create positive synergies for both companies. On this subject Saigara's co-founder, Kris Bursuc, states: "Balluun's international network enables us to significantly accelerate the expansion of the market presence of our products worldwide." Balluun CEO Roger R. Müller adds: "With the integration of the Saigara team we are expanding our range of social e-commerce and social-selling solutions, while strengthening our position in the international e-commerce market."

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**Balluun – Powering the Future of Business Networks**

Balluun is a leading global provider of social e-commerce solutions for the B2B market. With flexible Software-as-a-Service (SaaS) solutions, Balluun supports global B2B trade around the clock and 365 days a year with industry-specific digital marketplaces. Balluun enables wholesalers, retailers, suppliers, international brands and purchasers to communicate and do business efficiently at any time. With its HQ in Zurich and offices in the USA, Silicon Valley, New York, Hong Kong and London, Balluun works closely with the international B2B community. Balluun offers powerful technology, an open and scalable cloud solution and a worldwide marketing and support organization. Its B2B market network "Balluun365" enables the easy and cost-effective development and scaling of digital marketplaces with a fully integrated social architecture. "Balluun365" differs significantly from linear e-commerce solutions, thanks to its three-tier system, vibrant social community, dedicated digital showroom and state-of-the-art transaction platform. [www.balluun.com](http://www.balluun.com)