

Omnyway Completes \$12.75M In Series A Funding To Fuel Global Growth

Nyca, CommerzVentures and CEFIF led the investment in the digital commerce company, with participation from Commerce Ventures, Industry Ventures and others.

San Francisco, October 13, 2017 -- Omnyway, the leading augmented digital commerce platform, announced today that it has closed on \$12.75 million in Series A funding to help Omnyway grow its operations, launch new services on its current contextual commerce platform, and expand its customer base in the U.S. and worldwide. The round was led by Nyca, CommerzVentures, the venture arm of Commerzbank Group of Germany, and CEFIF, the CreditEase Fintech Investment Fund, a part of CreditEase of China, with participation from Commerce Ventures, Industry Ventures and others.

Omnyway empowers retailers and brands to build an augmented digital commerce ecosystem that brings the power of the virtual world to the shoppers experience in the physical store, using the mobile phone as the bridge for all aspects of their buying journey. The Omnyway platform creates a dynamic digital channel between the retailer and the shopper across all channels of interaction—in store, online, in-app, virtual aisle and dynamic media, using any smart mobile device. Since the company was founded in 2014, it has established itself as a significant player in retail commerce and continues to see strong interest in its platform. This funding is a milestone that acknowledges Omnyway's momentum to-date and that will set the company up for sustained growth over the long-term.

“To keep up in this fast-moving, mobile-first (and soon, mobile-only) world, retailers need tools that speak to how people want to shop and engage today,” said Omnyway CEO, Ashok Narasimhan. “This investment puts us in a great position to build on growth and continue innovating on today's fundamentally different retail experience.”

In addition to its digital platform, Omnyway has seen strong interest in its newly launched Zapbuy service for retailers, brands and financial institutions. Zapbuy allows consumers to instantly buy items directly from ads with just one click of the ad. With digital advertising spend projected to be a massive \$44.8 billion in 2017, an overwhelming majority of marketers are frustrated with their ROI. In most cases, the path that leads from a consumer view an ad to the actual purchase is inconvenient and full of friction. Omnyway solves this problem with Zapbuy. Shoppers can complete a purchase in a single step, enabling retailers and brands to deliver a seamless buying experience and significantly increase conversion rates, while allowing a customer to stay within the context (e.g., social media) where the customer encountered the ads.

“Every single retailer is seeking ways to make customer experiences seamless, customized, and integrated in-store and across channels,” said Hans Morris, Managing Partner of Nyca. “This has turned out to be expensive and difficult, and the flexibility, security, scalability—and speed to market -- of the Omnyway platform is a compelling solution.”

“CommerzVentures supports ambitious entrepreneurs that are driven by the vision of redefining the financial services industry,” said Stefan Tirtey, Managing Director of CommerzVentures. “In Omnyway, we see a company thinking creatively about the future of retail in the new world. We look forward to supporting the team as it scales up.”

"Mobile devices are driving a radical transformation in the payments space," said Anju Patwardhan, Managing Director of CEFIF. "We are always looking to partner with entrepreneurs and companies that are helping to redefine FinTech and are thrilled to be a part of Omnyway's journey as it expands globally and introduces new payment innovations".