

Libersy finalizes funding round to accelerate roll-out booking system



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Libersy, a Dutch booking software and solutions company, is pleased to announce that it has finalized its next round of investment with HenQ Invest and a group of existing shareholders. Deal size and conditions are not disclosed.

Libersy enables online directory services to provide their listed customers with a flexible, web-based bookings solution. Libersy offers online yellow pages an easy to implement 'Click-to-Book' concept which can be "skinned" to match any brand. Libersy targets small businesses such as hair dressers, physiotherapists, restaurants, bed & breakfasts or tennis courts. Their customers will be able to click on the 'book now' button on their existing website or in an internet yellow pages and make an appointment online based on real time availabilities. At last, these businesses can market their services on the Internet, be available for bookings 24/7 and accept online payments from their customers: a true e-commerce tool for service providers.

The company was founded in 2006 in the Netherlands by entrepreneur Karin Loeffen, who envisioned the growing need for online booking of services as a pivotal next step in the development of the internet. Libersy has launched its service through British Telecom in the UK under btbookitnow.com, in BT's SMB community, BT Tradespace, and as the bookings solution for BT's webhosting products through bt.com. Libersy partnered with PayPal to integrate e-commerce and launched in the Netherlands in 2009 with [ilocal](http://ilocal.nl) under ilocalbookings.nl, now taken over by TomTom. Over 18,000 companies are now bookable through Libersy's booking platform. Other partners are Amdocs, StagePlaza and plattelandvakantieland.nl. Libersy is one of the first to market in offering 'time-based' local search on services and is now preparing rolling out internationally with several directory services and Telco's.

Herman Hintzen, founder of HENQ Invest, said: "Libersy targets the yet uncovered market of Small Business off-line service providers in a time where consumers are ready for online booking and payment. Three forces drive Libersy's business model: online users, who demand more booking possibilities via the web; service providers, who want a more efficient and effective booking management system; and directory services companies, whose challenge is delivering more revenue and services per provider. Founder Karin Loeffen is very much driven to unlock and enable this relatively new market which will grow rapidly in the next few years. We are very confident that Libersy will be the main global player in this field."

Libersy Office
Palmpolstraat 51 II,
1327 CB Almere
The Netherlands
<http://www.libersy.com>
<http://libersybooking.nl> (Company & News)
Contact: karin@libersy.com

About HENQ:
HENQ Invest is an early stage venture capital firm with a focus on high-growth software, mobile, new media and technology-enabled companies. HENQ is based in Rotterdam, The Netherlands.
Contact: www.hengq.nl