F O R   I M M E D I A T E   R E L E A S E

Productsup is a Finalist for the 2016 Red Herring Top 100 Europe Award

BERLIN, Germany – April 06, 2016 -) Productsup announced today it has been selected as a [finalist]() for Red Herring's [Top 100 Europe award](), a prestigious list honoring the year's most promising private technology ventures from the European business region.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across Europe. The nominees are evaluated on 20 main quantitative and qualitative criterion: they include disruptive impact, market footprint, proof of concept, financial performance, technology innovation, social value, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was rewarding, beyond all expectations" said Alex Vieux, publisher and CEO of Red Herring. "There are many great companies producing really innovative and amazing products in Europe. We had a very difficult time narrowing the pool and selecting the finalists. (Insert Company Name) shows great promise and therefore deserves to be among the finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2016 crop will grow into some amazing companies that are sure to make an impact."

Finalists for the 2016 edition of the Red Herring 100 Europe award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the months leading up to the announcement, Red Herring reviewed over 1200 companies in the telecommunications, security, cloud, software, hardware, biotech, mobile and other industries completed their submissions to qualify for the award.

The finalists are invited to present their winning strategies at the Red Herring Europe Forum in Amsterdam, April 11-13, 2016. The Top 100 winners will be announced at a special awards ceremony on the evening of April 13 at the event.

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About Productsup GmbH

Productsup GmbH is a leading platform for product data management and feed optimization. The cloud-based tool enables e-commerce players to structure and customize product data feeds for the various marketing and shopping channels across the web. Advanced technology features enable you to inspect each feed at a granular level and perform mass data edits with simple drag-and-drop logic. The solution addresses the individual needs of online merchants, agencies and data aggregators alike. For more information, please visit: [www.productsup.io]().

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