

Visual Meta GmbH grows further – in 7 years to 300 employees from 52 nations

Berlin, 3rd of June 2016 - Visual Meta GmbH, owner of the leading European online shopping portals LadenZeile.de (www.ladenzeile.de) and ShopAlike, has grown to over 300 employees in its eighth year of existence. 2015 was Visual Meta's seventh record year in a row. The company is now active in 21 countries. Over 500,000 consumers use Visual Meta's various platforms every day, either on a desktop or mobile. Products of thousands of online shops offer their products on the portals, allowing users to compare and search for over 100 million products.

International focus

With its strong international focus Visual Meta thrives on diversity. The company employs staff from 52 countries, including Europe, Asia, the Americas and Africa. The share of female and male employees is also well-balanced: 50.5% of employees are female, 49.5% are male.

Move to a larger office

Due to the ongoing growth, Visual Meta will move to new premises near Alexanderplatz at the end of June. The company Founder, Robert Maier, says: "As there are not that many large offices available in Berlin-Mitte, we are particularly pleased about our new site in the central location. Here we will have enough space to continue our growth." The new office in the "1alex" building provides over 8,000m² of much-needed space.

ShopAlike – All shops, one site

LadenZeile / ShopAlike is one of the leading online shopping portals in Europe. The platform offers a wide range of products, from fashion and decorations, to furniture and sports products. The portal aims to make the online shopping experience as easy and convenient as possible for its customers. A quick and straightforward product search allows users to browse the offers of thousands of online shops on one page, including Otto, Amazon or Zalando, and then buy the products in the web shops. ShopAlike is operated by Visual Meta GmbH, which was set up in January 2009 in Berlin. Visual Meta currently employs more than 300 members of staff and runs portals in 21 countries in Europe, Asia and South America. The company is part of Axel Springer SE, a leading European media company.

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