



PRESS RELEASE

POLLFISH ACQUIRED BY PRODEGE

PJ Tech Catalyst Fund, a seed stage technology fund operating out of Athens, Greece and backed by the European Investment Fund and Piraeus Bank announced today that its portfolio company Pollfish has been acquired by Prodege, a cutting-edge marketing and consumer insights company based out of El Segundo, California.

Founded in 2013, Pollfish supports the needs of the modern researcher by offering a user-friendly and powerful global DIY platform for end-to-end research from survey creation to lightning-fast results. Aware that many organizations today require a quick turnaround, Pollfish leverages new technologies to improve respondent access, quality, and speed of response.

“We are very excited for the acquisition of Pollfish by Prodege, a leading provider of marketing and consumer insights. Congratulations to team Pollfish for its well-deserved success,” says PJ Tech Catalyst President & CEO, Nikos Antoniou.

“The acquisition of Pollfish is the result of hard work, good execution and persistence of its team. Together with the support of its investors the company has succeeded in growing from a promising tech start-up founded in Greece to a global DIY market research provider, operating from offices in NYC ” comments Vasilis Theoharakis, PJ Tech Catalyst’s representative to Pollfish BoD.

About Prodege, LLC

Prodege (www.prodege.com) is a cutting-edge marketing and consumer insights platform that leverages its global audience of reward program members to power its business solutions. Bolstered in 2021 by a major investment by Great Hill Partners, a Boston-based private equity firm, the company’s innovative offerings will continue to enable leading brands and agencies to gather insights and market to their target audiences. Through deep consumer profiling, Prodege partners can more effectively acquire new customers, boost engagement, increase revenue, and drive brand loyalty and product adoption.

About Pollfish

Founded in 2013, Pollfish (www.pollfish.com) allows businesses to connect with millions of customers globally & perform fast and iterative research. By embracing a product-first approach to research, its clients can create, target & analyze data in an all-in-one DIY platform.

About PJ Tech Catalyst Fund

PJ Tech Catalyst Fund (www.pjtechcatalyst.com) is a seed stage technology fund operating out of Athens Greece. The Fund is backed by the European Investment Fund and Piraeus Bank. Management/investment team of the Fund is Nikos Antoniou, Vasilis Theoharakis, Kostas Mallios, Christos Tsangos and Elena Gyftea.

Athens, February 1st , 2022



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JEREMIE European initiative is implemented in the frame of OP Competitiveness and Entrepreneurship, OP Digital Convergence and ROPs Macedonia-Thrace, Crete and Aegean Islands, Thessaly-Sτέρα Ellada-Epirus and Attica co-financed by Greece and the European Union