

Bringing consultancy and execution together

UX/UI design and product development agency COBE joins the Etribes Group

Hamburg / Munich / Osijek (Croatia), 08/11/2022

To be successful, digital projects need a strong strategic foundation and assured implementation capabilities, and the results are usually best if both come from the same place. With its constantly expanding service offering, that is exactly what Etribes (<https://etribes.de>) is able to provide. Now that UX/UI design and product development agency COBE (<https://www.cobeisfresh.com>) has become part of the Etribes Group, the digital consultancy has substantially strengthened its implementation capability in the areas of UX/UI design, service design, web and mobile development. Together, COBE and Etribes are even more attractive for DAX corporates and German Mittelstand companies. The Etribes Group * generates a joint turnover of over 35 million Euros and employs around 300 people.

"Our vision is to become the first choice for digital business," says Fabian J. Fischer, CEO of the Etribes Group, "we are guided by our strong conviction that the best business consultants are entrepreneurs. As part of our mission, we are now joining forces with COBE to form an ambitious team of creative, talented people who share the same approach."

"From concept to code": COBE sets new standards in digital product development

For UX/UI design and web or mobile development, a range of household-name brands like BMW, Rewe, and Vodafone have all placed their trust in the COBE team under Managing Directors Felix van de Sand, Daniel Wagner, Ines Ivokovic, and Felix Menzel. "COBE has a proven ability to grasp client requirements and translate these into convincing digital products," explains Fabian J. Fischer, "all the while pushing the boundaries to set new standards in UX/UI design and digital product development." He cites the agency's Kickbase (<https://de.kickbase.com>) spin-off, a popular football management app, as a particularly pertinent example of what COBE has achieved to date.

"The digital user experience has a decisive effect on the overall brand experience," says Felix van de Sand, Managing Director at COBE, "taking this insight as the basis of what we do at COBE, we have built a unique concept-to-code design and development approach – an approach which has already made us into industry leaders." Talking about the tie-up with Etribes, he adds: "With its existing design team, Etribes has best in class capabilities which dovetails perfectly with our existing service offering. What is more, we share the same entrepreneurial spirit. As such, joining forces will put us in the fast lane as we shake up the industry, learn from each other, and grow together to achieve bigger and greater things."

***Etribes Group: a powerhouse in digitalization**

With COBE, Etribes has made a conscious decision to integrate an internationally renowned tech firm to create an even broader offering, becoming a one-stop shop for strategy, UX/UI design, service design and product development. As a part of the Etribes Group, COBE will be able to support even more clients with its tech know-how and development power, developing sustainable successful services and products; COBE's 50-strong Croatia-based development team will play a decisive role in this.

With this expansion, the Etribes Group followed their strategy to become the leading execution-driven consultancy which is able to function as a digitalization powerhouse for its clients. Following the acquisition of Pacemakers Digital Ventures in summer 2021 and then Orbit in July 2022, one of the leading corporate venture builders, with COBE's addition to Etribes the company writes the third chapter in the Group's M&A story since 2021.

About Etribes Group

Etribes Group is defining the next generation of digital consulting focused on digital strategy, e-commerce, venture building and product development. The company is located in Hamburg, Munich, Berlin and Osijek (Croatia). Clients range from German Mittelstand to DAX. With more than 300 digital talents the company drives transformation and growth for many global brands and market-leading companies like Henkel, Knauf, ArtBasel, DB Schenker, Zooplus and RB Leipzig. The company has built more than 200 digital business models and incubated more than 20 corporate digital units. Combined these successful digital initiatives generate more than 6 billion EUR in revenue annually.

About COBE

COBE (<https://www.cobeisfresh.com>) is a specialist in UI/UX design and software development with around 90 full-time staff split between Munich, Germany, and Osijek, Croatia. Since its foundation in 2012, COBE – Creators Of Beautiful Experiences – has supported a range of corporate clients from ProSiebenSat.1 and Vodafone to Bosch, BMW, and REWE as they create digital products, combining a user-centric design approach with purpose-developed, brand-specific UX identity methods (UXi).

ends



From left to right: Felix van de Sand (CEO COBE), Daniel Wagner (CEO COBE), Fabian J. Fischer (CEO Etribes)



Find more photo- and video content at: www.tribes.de/news/cobe/