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Seven Additional Investments

German Startups Group expands its portfolio also by secondary shares

Berlin, 14.01.2014: The German Startups Group Berlin AG, provider of venture capital for the booming startups scene in Germany with its head office in Berlin, has invested in seven additional companies within the last few months. Just one a half years after its launch, the German Startups Group has created a portfolio of 24 investments. At the same time it has extended the previous investment focus on early stage companies with established German startups ("growth stage").

"We have broadened our investment focus within the last 6 months consciously with the purchase of so called secondary shares that we are buying from founders and business angels who want to sell some of their shares for good reasons. The portfolio of German Startups Group is thus offering to its shareholders an even higher diversification and the chance to participate in German start-ups that operate internationally", says Christoph Gerlinger, CEO of German Startups Group.

The seven new portfolio companies of German Startups Group in short summary:

Growth Stage

- **Delivery Hero** is a worldwide network of online food ordering sites (among others Lieferheld.de) with around 50,000 restaurants connected to its service. On its mission to provide better takeaway food to the people globally, Delivery Hero operates in Germany, UK, Russia, Australia, Switzerland, South Korea, China, Mexico and India. The company has more than 650 employees around the world with 300 staff working from its Berlin headquarters.
- **Mister Spex** is Europe's largest online retailer for branded eyewear. Mister Spex is selling in Germany, Sweden, Spain and France. Through the Internet, the company offers an extensive range of high quality prescription glasses,



sunglasses and contact lenses at competitive prices. In addition to the broad product range, price transparency and price savings, customers also benefit from free services such as eye tests and the adjustment of glasses thanks to local partner opticians in Germany. Half of the staff in the customer service team are trained opticians. The company also has its own optician workshop in Berlin with final assembly and quality control.

- **reBuy** is one of the German market leaders within Re-Commerce and is also selling in Austria. reBuy.de is an easy online shop for buying and selling on the internet. Users can buy easy, fast and secure electronic and media articles for fixed prices. The input of ISBN-, EAN-number or name of the article is enough to get the buying price. The user sends the goods in a package to reBuy.de and gets the selling price directly transferred on his account. reBuy.de operates from its headquarter in Berlin-Rudow, a 10.000 m² big logistic center and employed 400 employees.

Early Stage

- With hundeland.de and katzenland.de, **ePetworld** runs two vertical online shops for pet supplies. Based on the increasing online revenues in the pet supply industry, the two online shops provide two significant advantages for their customers: Convenience - home delivery of weighty products like pet food and cat litter as well as a much wider product range compared to the local drug store. In differentiation to online competitors, ePetworld is focused on offering “advice and guidance” for its customers.
- In the area of e-commerce, German Startups Group has empowered itself with **Amorelie**, a sensual lifestyle online shop that offers a selective, high quality portfolio, a compelling functionality as well as friendly customer service. You find all of the above in a life-loving, friendly and exclusive environment which attracts confident, modern women and couples. The product range covers not only toys but also exclusive lingerie as well as sensual products, such as erotic literature. Passion, physical well-being, sex and happiness are the main focus of Amorelie why it shows a stylish, innovative and accessible Lovestyle-world.



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Amorelie wants to inspire people who have waited for a new shopping experience of sensual lifestyle. With this concept Amorelie is unique on the German market.

- **Funanga** is the first provider of digital prepaid cards and was launched in June 2013. Conceptionally and technically innovative, the new Funanga model means significant cost savings compared to traditional prepaid cards for all online shops, more value for money for its users and incremental revenues at no extra cost in combination with an increase in customer traffic for all points of sale.
- **eWings** is a new online booking platform for business and first class flights. eWings is planning to launch within 2014 with over 350 airlines and about 100.000 daily flights. With eWings.com, professional travelers and frequent flyers are able to book a flight in less than 2 minutes. eWings.com was founded in August 2013 by Thilo Hardt, co-founder of Mister Spex and Entrepreneur in Residence of DN Capital London.

Furthermore, the German Startups Group intensified its cooperation with Cooperativa Venture Services regarding portfolio administration and controlling. With the company builder Venture Stars, the German Startups Group started a cooperation regarding co-investments. The German Startups Group also became member of EVCA (European Venture Capital Association), EBAN (European Trade Association for Business Angels, Seed Funds, and other Early Stage Market Players) as well as BVK (Bundesverband deutsche Kapitalbeteiligungsgesellschaften).

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German Startups Group - We love Startups!

We are a venture capital provider for young and innovative companies. We focus on the German startup scene and are looking for passionate young entrepreneurs, who have a disruptive product or business model with high scalability and who bring great entrepreneurial talent. We are investing in promising startups following our motto: smart, fast and friendly money. With its investments in early stage and established German startups, German Startups Group is offering an alternative asset class where their investors participate in the value creation of “startups made in Germany”. Therefore the investors don't have to invest high amounts nor have to take care about time-consuming portfolio selection or supervision. Internet: www.german-startups.com