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Successful exit for the German Startups Group with **Fyber**

- *With the sale of Fyber to RTNS Media, the German Startups Group reports its first major exit for an investment.*
- *According to CB Insights, the German Startups Group is already the fourth most active provider of venture capital in Germany.*
- *Another investment of the German Startups Group, Delivery Hero, is acquiring its competitor Pizza.de*

Berlin, 10th October 2014: The German Startups Group (“GSG”), a Berlin-based entrepreneurial investment company and venture capital provider, has reported its first major exit, a little over two years after its launch, with the acquisition of one of its investments by a strategic buyer. The German Startups Group, by acquiring secondary shares, had invested in Fyber, a German adtech company with a successful product, a powerful real-time bidding marketplace for advertising space in mobile apps. Via a subsidiary in San Francisco, Fyber has already rolled out its platform in the USA and, according to Venture Beat, is one of the top 10 mobile advertising companies there. Fyber has now been acquired by the international RTNS Media group. “We’re delighted about the successful exit with Fyber for several equally important reasons: Firstly, it means we can report a financial success; in addition, it validates our approach of targeted acquisition of secondary shares, for which the German Startups Group is increasingly being known and respected in the market”, explains Christoph Gerlinger, CEO of GSG. “Last but not least, the Fyber team led by Janis Zech and Andreas Bodcek has performed excellent work in the last years, especially the successful development of its US business, which is no mean feat for a German startup. We hope that this example catches on!” adds Nikolas Samios, COO of GSG.

The German Startups Group has enlarged its team in response to the increased number of investments, incorporated itself as a “GmbH & Co. KGaA” and since



2009 has already become, according to CB Insights, the fourth-largest venture capital provider in Germany, and indeed the third-largest for early-stage investments, even though its investment activities only started in 2012.

While the German Startups Group has had one successful exit with Fyber, another of its investments, Delivery Hero, has acquired its competitor Pizza.de and is now in a market-leading position among online platforms for ordering food in Germany and, also successfully operates in several foreign markets such as Latin American and Scandinavia.

Moreover, Eliquo Water Group, a subsidiary of the investment company SKion of the Quandt family, has acquired an investment in Pyreg, a manufacturer of carbonisation systems using a patented process. The German Startups Group had invested in the greentech company in summer 2014.

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German Startups Group - We love startups!

The German Startups Group is an entrepreneurial investment company that uses its business expertise and capital to support young, growing companies in the processes of setting up, financing, expanding and - at the right time - of exit, or sale. By analysing technology trends and market developments, our team identifies, across a wide range of sectors, talented entrepreneurs with disruptive products or business models and high scalability, to which we have early access thanks to our close relationship with the startup ecosystem. In contrast to many venture capital providers, we are no fund but an operational company and have a higher degree of freedom to act. As an evergreen we particularly like to invest at various levels of maturity and also in secondary shares. From our perspective our investments, of which there are currently more than 35, constitute a cross section of promising "Startups made in Germany" of all levels of maturity.

More information at <http://www.german-startups.com>