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for immediate publication

## German Startups Group multiplies its stake in Auctionata

- *Further increase of investment in Mister Spex und TVSmiles*

**Berlin, 30 September 2016** - German Startups Group, the second most active venture capital investor in Germany in the time period since 2012 (CB Insights, 2015), seizes the opportunity for another very attractive investment in Auctionata and increases its investment in further portfolio companies, Mister Spex and TVSmiles.

German Startups Group multiplies its stake in Auctionata, one of its core holdings. Auctionata is the largest online auction house for art and luxury collectibles worldwide. Depending on the share price at which the convertible loan issued in July and the current convertible loan will be converted into Auctionata shares, German Startup Group's stake of previously 0.23% should increase considerably to a low to mid-range single-digit percentage at the point of conversion. The conversion will likely be carried out by mid-2017 at the latest. CEO Christoph Gerlinger: "Through this year's merger with the US-American counterpart Paddle8, Auctionata has become one of the ten largest auction houses outside of China. With its new CEO Dr. Thomas Hesse, who was previously member of the Executive Board of the Bertelsmann group as well as President of Sony Music Entertainment, the newly-positioned, excellent team and its patented technology for live auctions on mobile phones, Auctionata is, according to our own assessment, excellently positioned to expand its leading market position."

German Startups Group increases its stake in its core holding Mister Spex from 0.95% to 1.4%. Through its own websites in Germany, Austria, Switzerland, France, Spain, Great Britain, and the Netherlands as well as acquisitions of Swedish and Norwegian competitors, Mister Spex has become the leading online optician in Europe. Mister Spex serves two million customers by now and continues to grow strongly. Furthermore, Mister Spex operates a partner network of 550 opticians and its first conventional store, which was recently awarded the international design award "RedDot Award" and is exceeding its own expectations. Following this concept, Mister Spex monetises the high brand awareness created through online and TV marketing and intends to familiarise customers with the process of ordering glasses online in the additional stores planned. Apart from German Startups Group, international venture capital funds as well as the investment bank Goldman Sachs are among the investors of Mister Spex.

German Startups Group increases its investment in TVSmiles. The AdTech startup has recently expanded its business model through the launch of its Kwizzad platform. The new product enables publishers of mobile apps to integrate the quiz-based ad format themselves, which has been optimised by TVSmiles over the course of three years, and therefore enhance their monetisation. According to the company, the app publishers achieve the highest advertising revenues per thousand impressions compared to other digital advertising platforms. This is due to the fact that the playful engagement with the advertising content allows for an effective realisation of campaign goals. Since the marketing conference dmexco, which took place two



weeks ago, Kwizzad is being rolled out very successfully with numerous customers and increases TVSmiles' potential to scale tremendously, according to view of German Startups Group.

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**German Startups Group - We Love Startups!**

German Startups Group is a listed investment company based in Berlin that focuses on young, fast-growing companies, so-called startups. The company acquires majority and minority shareholdings mainly by providing venture capital. The portfolio companies that German Startups Group holds also stand to benefit from German Startups Group's expertise, experience and network with respect to strategy development, financing rounds, restructuring necessities, M&A transactions or selling the company, including a possible IPO. According to its own assessment, German Startups Group provides startups with so-called "smart money" by acquiring a shareholding. Its focus is on companies whose products or business models represent a disruptive innovation, allow for a high degree of scalability to be expected, and in which it has a great deal of trust in the entrepreneurial abilities of the founders to whom it feels that it obtains early access to due to its close relationships to relevant players in the startup scene. The geographical focus is on the German-speaking region. Since it commenced with operations in 2012, German Startups Group has in its opinion built up a diversified portfolio of investments in young companies and become the second most active venture capital investor in Germany since 2012 (CB Insights, Germany Venture Capital Overview). 25 of the 46 minority stakeholdings in operationally active companies are of particular significance to German Startups Group and together comprise 88% of the total value of all 46 active minority stakeholdings. The ten core holdings alone make up 58% of the value of all active minority stakeholdings. According to German Startups Group, its investment portfolio reflects a cross-section of promising German startups of various maturity stages ("Seed," "Early" and "Growth Stage," by German Startups Group's own definition) and includes some of the most successful and best known German startups.

More information is available on our website at [www.german-startups.com](http://www.german-startups.com).