

## Fresh capital for online shop windeln.de

- **Second financing round successfully closed**
- **New investor Acton Capital Partners on board**

Munich, 10 May 2011 – windeln.de, Germany’s largest online shop for everyday baby products, has successfully closed a further financing round. Led by British venture capital company DN Capital, High-Tech Gründerfonds and a consortium of existing shareholders have once again invested in the growth of the firm. This round saw Munich-based equity growth investor Acton Capital Partners come on board as a new investor.

windeln.de was founded in 2010 by Konstantin Urban, Alexander Brand and Dagmar Mahnel, and has been online since October last year. The company is currently growing at a rate of around 30 per cent per month. The new financing allows windeln.de to maintain its expansion strategy. The fresh funds will mainly support the expansion of the product range and the advancement of marketing activities. At present, windeln.de offers over 4,400 products from more than 100 brands. By the end of the year, this number will have grown to around 6,000 products. Today, windeln.de numbers around 30,000 mothers and fathers among its customers.

“We are delighted to have Acton as our new partner, with plenty of experience in e-commerce to draw on,” says Konstantin Urban, founder and managing director of windeln.de. Acton’s portfolio includes such sites as the online shopping mall Yatego and the high-end order fashion business mytheresa.com.

“The development of windeln.de to date has been impressive,” says Nenad Marovac, Managing Partner at DN Capital. “The management team is outstanding, and we continue to see great potential. That is why we were happy to take the lead in the new round of financing.”

New investor Acton Capital Partners is also impressed by the business model of the young company. “windeln.de is growing dynamically in an attractive market, making it an ideal match for our portfolio,” Dr Christoph Braun, Managing Partner at Acton, says.

Dr Christoph Braun and Nenad Marovac are members of the newly formed three-person Supervisory Board at windeln.de. Their fellow board member is Dr Jochen Gutbrod, private investor and former Deputy Chairman of publishing group Georg von Holtzbrinck.

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## **About windeln.de**

windeln.de is Germany's largest online shop for everyday baby products. The internet retailer offers more than 4,400 products from over 100 brands, which young parents can conveniently order from home. Products range from diapers, baby wipes and baby care products to baby food. Organic products as well as maternity and breastfeeding products are also included in the range. windeln.de was founded by Konstantin Urban, Alexander Brand and Dagmar Mahnel in October 2010. The company, which is headquartered in Munich, currently has twelve employees. For more information, visit [www.windeln.de](http://www.windeln.de).

## **About DN Capital**

DN Capital is one of the leading venture capital companies. The firm invests in the start-up and growth phases of promising businesses in the media and technology sector. DN Capital focuses on businesses with the potential to become market leaders. Along with making a financial investment, DN Capital gives a high priority to actively supporting the growth and business development of its portfolio of companies. These include Shazam Entertainment, Endeca Technologies, Datanomic, Mister Spex, OLX, Digital Chocolate, Tbricks and windeln.de. DN Capital's partners and staff have more than 50 years' experience in the field of private equity and actively manage the growth of businesses in the various stages of development. The company has branch offices in London and Palo Alto. For more information, visit [www.dncapital.com](http://www.dncapital.com).

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## **About Acton Capital Partners**

Acton Capital Partners ([www.actoncapital.de](http://www.actoncapital.de)) is an independent, partner-managed equity growth investor in the internet and mobile sector. Its key investment areas are consumer-oriented business models in the fields of digital media and e-commerce, as well as online marketplaces. Along with the Heureka Growth Fund, which was launched in 2008, Acton also manages around 15 web holdings for Hubert Burda Media. Among the best-known investments managed by the Acton Team over the past twelve years are AbeBooks, Alando, ciao.com, Elitepartner, HolidayCheck, OnVista and zooplus.

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## **About High-Tech Gründerfonds**

High-Tech Gründerfonds ([www.high-tech-gruenderfonds.de](http://www.high-tech-gruenderfonds.de)) invests venture capital in new, high-opportunity technology companies that implement promising research results in an entrepreneurial manner. With the help of seed financing, the start-ups then take their R&D projects through to the production of a prototype or proof of concept, or launch them onto the market. High-Tech Gründerfonds participates in the seed financing to the tune of 500,000 euros, and can invest a total of up to 2 million euros per company in subsequent funding rounds. Investors in the public-private

partnership are the Federal Ministry of Economics and Technology, the KfW banking group and the six industrial groups BASF, Deutsche Telekom, Siemens, Robert Bosch, Daimler and Carl Zeiss. High-Tech Gründerfonds has a total fund volume of around 272 million euros.

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