

## windeln.de obtains additional growth capital

- Investment volume in mid-single-figure millions
- Growth story convinces existing group of investors

Munich, 27 February 2012 – windeln.de, Germany's largest online shop for everyday baby products, has successfully completed a further financing round. The company convinced current investors Acton Capital Partners, DN Capital and High-Tech Gründerfonds in the past year with its strong growth and professional management, making full internal placement of the financing round possible. A figure in the high single-figure millions has now been injected into the company.

In 2011, its first full financial year, windeln.de showed an impressive development. Founded in 2010, the online shop's shipping volume grew to 1,000 packages per day. The range includes over 11,000 products for babies and young parents. More than 100,000 parents are now regular customers. Most orders come from existing customers, which underscores the high level of satisfaction among users. The capital injection is to be used to further expand the range, thereby securing market leadership. Following a successful TV campaign in 2011, windeln.de will continue to invest in building a strong brand name in 2012.

"We view the fact that we were able to place the round internally as confirmation of the success of our work," says Konstantin Urban, co-founder and managing director of windeln.de. Co-founder Alexander Brand adds: "The fresh capital allows us to continue to increase our currently monthly sales of 1.5 million euros and expand our range to include car seats, prams and baby wear."

"Since our initial investment in spring 2011, the development of windeln.de has been outstanding, and it is now the clear market leader in the German-speaking countries," Dr Christoph Braun, Managing Partner at Munich growth equity provider Acton Capital Partners, explains. "That is why we were very pleased to act as lead investor in this round and to expand our holding."

"The development of windeln.de in 2011 was impressive," says Nenad Marovac, Managing Partner at the British venture capital firm DN Capital. "A sevenfold increase in monthly sales within a year has more than fulfilled our expectations for the online shop."

The members of the three-person Supervisory Board of windeln.de are Dr Christoph Braun (Acton), Nenad Marovac (General Partner at DN Capital) and Dr Jochen Gutbrod (private investor and former deputy chairman of publishing group Georg von Holtzbrinck).

### Press contact

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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 11,000 products from over 200 brands, which young parents can order from the convenience of their own homes. The product range includes diapers, baby food and baby care items as well as safety products, such as safety gates and baby monitors. The company recently launched the "Out and About" category, featuring a large selection of prams and car seats. windeln.de was founded by Konstantin Urban, Alexander Brand and Dagmar Mahnel in October 2010. The company is headquartered in Munich and currently has twelve employees. For more information, visit [www.windeln.de](http://www.windeln.de).

## **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](http://ciao.com), Elitepartner, HolidayCheck, OnVista and zooplus.

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## **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 High-Tech Gründerfonds**

High-Tech Gründerfonds invests venture capital in new, high-opportunity technology companies that implement promising research results in an entrepreneurial manner. Seed financing is provided to help get the ball rolling on a proof of concept or launch products on the market. The fund initially invests 500,000 euros; a total of up to 2 million euros is available to a company. Investors in the public-private partnership are the Federal Ministry of Economics and Technology, the KfW banking group and the twelve industrial groups ALTANA, BASF, B. Braun, Robert Bosch, CEWE Color, Daimler, Deutsche Post, DHL, Deutsche Telekom,

Qiagen, RWE Innogy, Tengermann and Carl Zeiss. High-Tech Gründerfonds has a total fund volume of around 560.5 million euros (Fund I: 272 million euros; Fund 2: 288.5 million euros).

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