

Home24 Raises EUR 20 Million in a Funding Round

07 SEPTEMBER 2016, BERLIN

SUMMARY

• Rocket Internet participates with EUR 1.4 million in Home24 funding round // • Funding round at a EUR 420 million post-money valuation // • Rocket Internet's post transaction ownership will be 42.9%

The Home & Living online retailer Home24 AG ("Home24") signed a EUR 20 million funding round at a EUR 420 million post-money valuation, which previously stood at EUR 981 million. Rocket Internet SE ("Rocket Internet") participates with a EUR 1.4 million investment in this round. Baillie Gifford and other investors are also participating in this round. As a result of the transaction, Rocket Internet's combined direct and indirect stake will decline to 42.9%, from previously 44.6%.

"With the proceeds from this funding round, Home 24 is well positioned to reach its strategic goals", says Oliver Samwer, CEO Rocket Internet.

„After a phase of strong growth and infrastructure expansion, we shifted the focus on making sustainable process and system improvements, paving the way towards profitability“, says Philipp Kreibohm, founder and management board member of Home24. „The investment from this funding round enables us to continue to improve the customer experience as well as our logistics network and technology platform.“

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About Rocket Internet

Rocket Internet builds and invests in Internet companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on five industry sectors of online and mobile retail services that make up a significant share of consumer spending: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel. Its network of companies operates a variety of business models in over 110 countries on six continents with more than 36,000 employees at the end of 2015. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information please visit www.rocket-internet.com.

Disclaimer

This document contains forward-looking statements. These statements are based on the current views, expectations and assumptions of the management of Rocket Internet SE ("Rocket Internet") and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those described in such statements due to, among other things, changes in the general economic and competitive environment, risks associated with capital markets, currency exchange rate fluctuations and competition from other companies, changes in international and national laws and regulations, in particular with respect to tax laws and regulations, and other factors. Rocket Internet does not assume any obligations to update any forward-looking statements.



RELEVANT LINKS



Rocket Internet

<http://www.rocket-internet.de>



Home24

<http://www.home24.de>

SPOKESPEOPLE



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ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across the following sectors: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel. Rocket started in 2007 and has now more than 36,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit www.rocket-internet.com.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



Rocket Internetnewsroom