

# 15 Million Euro Investment for Vaniday

Young beauty and wellness company collects first financing round

30 JULY 2015

## SUMMARY

*Vaniday (www.vaniday.com), the international marketplace for beauty and wellness services, raises capital from existing investor Rocket Internet as well as other partners. This marks the first financing round for the young company.*

**V**aniday allows customers to discover and book beauty and wellness appointments in just a few clicks, directly off salons' calendars. Salons, in turn, can showcase their work and directly connect with new and existing clients. Signing up to the platform is entirely free of charge and no monthly fees apply. Vaniday charges a commission only when confirmed bookings occur through the platform.

"The beauty and wellness industry is estimated to reach a EUR 400 billion value by 2018 and yet, it is still one of the few segments that has not yet fully transitioned from offline to online. This presents an enormous opportunity for us and we are determined to seize it and continue expanding our company on a global scale. This investment equates a tremendous boost of confidence in our vision to revolutionize this market. We will use it to further grow in existing and new markets, as well as further optimize the experience for our customers", says Founder and Global CEO of Vaniday, Maxime Legardez.

Vaniday aims to fill a gap in this industry, enabling beauty and wellness services to become just as accessible as other industries have made their products and services over the past few years. How? Vaniday streamlines the discovery and booking process by providing customers with a variety of personalized search tools such as location, desired treatment, industry-specific filters, as well as customer reviews, designed to optimize the discovery and booking process in ways that generic search platforms do not allow. At the same time, Vaniday provides partnered salons with intuitive and constantly updated CRM, marketing, and online-booking tools that would otherwise be costly for them to develop on their own.

The fast-growing company has been active since March 2015 and is currently operating in five countries: Brazil, the UK, Italy, France and the UAE. Further expansion is already planned within the next few weeks. The young platform already signed approximately 1500 salons and continues to rapidly flourish, with a double-digit growth in bookings on a monthly basis.

## About Vaniday

Vaniday is the place to find and book beauty and wellness services. Customers can discover new services and salons, book appointments online and get inspired. Salons can showcase their work, connect with new and existing clients, and grow their business. The company is backed by Rocket Internet, which has already built other successful beauty and lifestyle companies globally, such as Glossybox, Westwing and Dafiti. To learn more about Vaniday, visit [www.vaniday.com](http://www.vaniday.com).



### SPOKESPERSON



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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 four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 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](http://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, Latin America 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.



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