

Take Eat Easy raises €10m from Eight Roads Ventures, Rocket Internet, DN Capital & Piton Capital

01 SEPTEMBER 2015, PARIS/LONDON/BERLIN/BRUSSELS/MADRID

SUMMARY

Take Eat Easy, the Belgian startup that is reinventing food delivery, successfully closed a €10 million Series-B round in order to consolidate its footprint in France and Belgium and further expand its activities to other European markets, primarily to Germany, Spain and the UK.

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The new capital was raised from Eight Roads Ventures (the new name for Fidelity Growth Partners), and the existing investors Rocket Internet, DN Capital and Piton Capital.

On the back of its rapid growth in Paris, Take Eat Easy will use the new funding to accelerate European expansion with the clear objective of becoming the number one quality food delivery company in Europe.

Thanks to a finely tuned roll-out model and support from investors, the Company is now well equipped to scale its business model internationally.

An innovative start-up with high customer acceptance

Take Eat Easy was launched in Brussels in September 2013 by four childhood friends who set out on a mission to build a proper delivery service for their favorite restaurants. Food delivery is complex, and very different for the traditional restaurant business. With Take Eat Easy, restaurants can now increase their revenue per square meter, by offering a flawless delivery service, with no risk and at no additional cost.

“Our unique dispatching algorithms allow us to deliver meals in as fast as 17 minutes” says Adrien Roose, CEO and co-founder of Take Eat Easy.

The start-up developed a unique solution designed to connect highly-rated restaurants, bicycle couriers and hungry customers through a website and a mobile application providing a reliable, fast and eco-friendly delivery service. Take Eat Easy goes a step further by allowing customers to follow their courier in real time and to know the exact arrival time of their meal.

Take Eat Easy is now operating in Belgium, France, Spain, Germany and the UK, and is already delivering thousands of meals per week to hungry customers, from hundreds of Europe's best restaurants.

Ends.

About Take Eat Easy

Launched in 2013 in Brussels, Take Eat Easy is a technology startup that connects highly-rated restaurants, bicycle couriers and hungry customers through a website and a mobile application providing a reliable, fast and eco-friendly delivery service.

About Eight Roads Ventures

Eight Roads Ventures (the new name for Fidelity Growth Partners) is a venture capital investor backing technology entrepreneurs with aspirations to greatness. By combining a collaborative approach with a global network and a 50-year history of venture investing, Eight Roads Ventures helps companies accelerate their growth and become leaders in their field. A strong track record in Europe includes investments in market leaders such as Cúram (IBM), NewBay (RIM), Seatwave, InnoGames, Wahanda (Recruit), Made.com, NotontheHighStreet.com and Rivo Software. Eight Roads Ventures Europe is currently investing a £150 million fund dedicated to backing fast-growing European companies focused on enterprise, consumer and financial technology. www.eightroads.com

About Rocket Internet

Rocket Internet'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: eCommerce, 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.

About DN Capital

DN Capital is a global early stage and growth capital investor in software, mobile applications,

digital media, marketplace and e-commerce companies. The firm has operations in London, Berlin and Menlo Park and its objectives is to identify, invest in and actively support its portfolio companies to become global leaders. Portfolio companies include Shazam Entertainment, Auto1 Group, Apsmart (sold to Thomson Reuters), Book A Tiger, Datanomic (sold to Oracle), Delectable, Endeca Technologies (sold to Oracle), Happn, JacobsRimell (sold to Amdocs), Mister Spex, OLX (sold to Naspers), Performance Horizon Group, PurpleBricks, Quandoo (sold to Recruit Holdings), ShipHawk, Tbricks (sold to Orc Holdings), Videdressing and [Windeln.de](http://www.windeln.de) (IPO). The professionals at DN Capital bring over 60 years of private equity experience to their investments, and actively work with portfolio companies to steward their growth through the various stages of development. Additional information about the firm and its portfolio companies can be found at <http://www.dncapital.com>.

About Piton Capital

Piton Capital is a venture capital and growth equity firm based in London. It focuses on investments in online companies with network effects, such as marketplaces and exchanges. Its founding partners have deep entrepreneurial and investment experience, and have been instrumental investors in Betfair and QXL Ricardo, amongst others. Piton's portfolio consists of companies like Fanduel, DaWanda, Quandoo (recently sold to Recruit), Docplanner, Dutycalculator (recently sold to Borderfree), Watchfinder, Treatwell and Videdressing. For more information, please visit <http://pitoncap.com>.

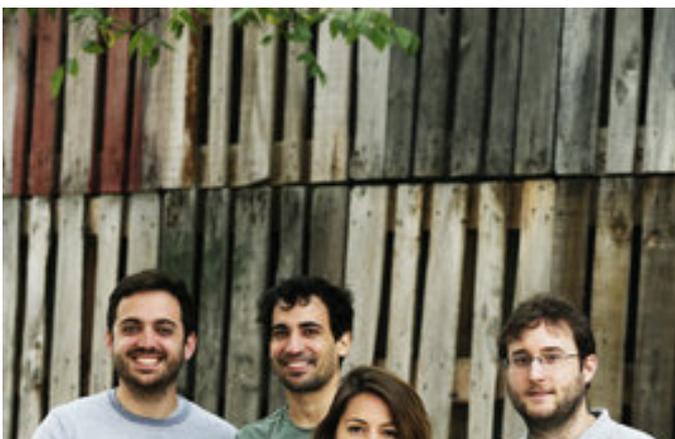
Advisors

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ABOUT ROCKET INTERNET

Our Mission

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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.



Rocket Internetpressroom