ProSiebenSat.1 and General Atlantic invest in KäuferPortal[:de]PROSIEBENSAT.1 UND GENERAL ATLANTIC INVESTIEREN IN KÄUFERPORTAL

Munich / New York / Berlin[:de]MUNICH, NEW YORK, and BERLIN[:zh][][:pt][][:fr][] - October 12, 2016

The ProSiebenSat.1 Group, one of the largest independent media companies in Europe, and General Atlantic, a leading global growth equity firm, today announced their investments in KäuferPortal, a market leading online portal in Germany that connects customers with a vendor network for consulting-intensive products and services for home improvement and financial services. ProSiebenSat.1, expert for brand building, and General Atlantic, a strategic partner that brings capital and operational expertise to entrepreneurs and management teams to help drive growth, will each acquire a 42 percent stake in the company. The other shares will remain with the company's founders Robin Behlau and Mario Kohle. Both of the founders will remain at KäuferPortal in their current functions: Behlau as CEO, Kohle as chairman of the advisory board. The transaction must still be approved by the responsible cartel authorities.

KäuferPortal helps consumers obtain and compare offers from regional companies before making a major purchase. Customers can enter a free request on the website www.käuferportal.de. KäuferPortal clarifies what exactly the customer needs and suggests up to three matching specialized dealers from the region. The company received more than 1.2 million customer requests in the last 12 months. KäuferPortal plans to capitalize on the growing online search volumes for local offline product and service providers, expand its vendor network in the home improvement and financial services verticals, enhance its brand profile among mainstream audiences, and strengthen its infrastructure through key talent acquisitions and improved operating functions.

Robin Behlau, founder and CEO of KäuferPortal

"Mario and I founded KäuferPortal eight years ago as students. Today, we manage 350 employees – and still see lots of room for further growth. Together with ProSiebenSat.1 and General Atlantic, we want to bring KäuferPortal to the next level and build it into a major brand."

Claas van Delden, COO Digital Ventures & Commerce ProSiebenSat.1 Group and CEO 7Commerce

"KäuferPortal opens up a very interesting market to us, which is still largely offline-driven but has enormous online-potential. This is why we are getting on board with a minority investment now, setting the course for further growth. As a young company with a very steep growth trajectory, KäuferPortal will augment the ProSiebenSat.1 vertical "Online Comparison Portals," which already includes the comparison portal Verivox. Synergies within the investment portfolio are obvious." van Delden continues: We are delighted to partner with General Atlantic, an experienced global growth investor. With General Atlantic's network, ProSiebenSat.1's media power and the entrepreneurial spirit of the founders, we plan to tap the major future potential of KäuferPortal in the best possible way."

Jörn Nikolay, Managing Director and Head of Germany General Atlantic

"KäuferPortal is an exciting addition to General Atlantic's portfolio. We're encouraged by the successes achieved by KäuferPortal thus far and look forward to leveraging our expertise in helping high-growth companies to capitalize on the ongoing offline online shift as well as our history of partnering with large corporations, such as ProSiebenSat.1, to accelerate growth and help our portfolio companies become market leaders. We're looking forward to a great collaboration as partners with ProSiebenSat.1."

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strategic equity investments in the e-commerce business are bundled. In order to foster synergies and exchanges among the companies in this portfolio, 7Commerce combines its longer-term partnerships into so-called “verticals.” 7Commerce’s portfolio already includes leading brands such as Flaconi, Amorelie, Valmano, and Stylight in the beauty and accessories segment, and Verivox and moebel.de in the online comparison segment.

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About Beko KäuferPortal

Robin Behlau and Mario Kohle launched the website käuferportal.de as young students in 2008. The online service helps consumers obtain and compare offers from regional companies before making a major purchase. In 2015, KäuferPortal announced its gradual expansion into the rest of Europe. Together with their partners, they now sell products and services worth EUR 500 million annually and employ more than 350 people in six locations across Europe. The vendor network comprises more than 2,300 companies all over Europe. They include major brands like Höffner, Jungheinrich and EON.[:de]Die ProSiebenSat.1 Group, eines der größten unabhängigen Medienhäuser in Europa, und General Atlantic, ein weltweit führender Wachstumsinvestor, geben ihre Investition in KäuferPortal bekannt. KäuferPortal ist ein führendes Online-Portal in Deutschland für die Vermittlung von komplexen Produkten und Dienstleistungen. Dazu zählen Küchen oder Solaranlagen, aber auch die Vermittlung von Rentenversicherungen oder Maklern für den Immobilienverkauf. ProSiebenSat.1, Experte im Marken-Aufbau, und General Atlantic, ein strategischer Partner, der Unternehmer und Management-Teams mit Kapital und operativem Know-how unterstützt, um deren Wachstum voranzubringen, werden jeweils 42 Prozent an dem Unternehmen erwerben. Die restlichen Anteile verbleiben bei den Unternehmensgründern Robin Behlau und Mario Kohle. Beide Gründer bleiben in ihren derzeitigen Funktionen bei KäuferPortal: Behlau als CEO, Kohle als Beiratsvorsitzender. Die Transaktion muss noch von den zuständigen Kartellbehörden genehmigt werden.

KäuferPortal hilft Verbrauchern vor einer großen Anschaffung, Angebote regionaler Firmen einzuholen und zu vergleichen. Auf der Webseite www.käuferportal.de stellen Kunden eine kostenlose Anfrage. KäuferPortal klärt die genauen Bedürfnisse und schlägt bis zu drei passende Fachhändler aus der Region vor. Jährlich erreichen das Unternehmen so über 1,2 Mio. Kundenanfragen. Das Unternehmen plant, die steigende Zahl von Online-Suchanfragen nach lokalen Produkt- und Dienstleistungsanbietern vor Ort zu nutzen, um sein Netzwerk aus Anbietern von Produkten und Leistungen rund ums Haus sowie von Finanzdienstleistungen auszubauen, seine Bekanntheit bei einem breiten Publikum zu steigern und weiter in das Team und die operativen Strukturen zu investieren.

Robin Behlau, Gründer und CEO von KäuferPortal

“Als Studenten haben Mario und ich vor acht Jahren KäuferPortal gegründet. Heute führen wir 350 Mitarbeiter – und sehen nach wie vor viel Raum für weiteres Wachstum. Gemeinsam mit ProSiebenSat.1 und General Atlantic wollen wir KäuferPortal auf die nächste Stufe bringen und zu einer großen Marke aufbauen.“

Claas van Delden, COO Digital Ventures & Commerce ProSiebenSat.1 und Geschäftsführer 7Commerce:

„KäuferPortal eröffnet uns einen sehr interessanten Markt, der immer noch weitgehend offlinegetrieben ist, aber enormes Online-Potenzial aufweist. Aus diesem Grunde engagieren wir uns zum jetzigen Zeitpunkt im Rahmen eines Minderheitsinvestments und legen damit die Weichen für weiteres Wachstum. Als junges Unternehmen mit sehr hoher Wachstumsgeschwindigkeit wird KäuferPortal das ProSiebenSat.1-Vertical „Online Comparison Portals“ verstärken, in dem bereits das Vergleichsportal Verivox verortet ist. Synergien innerhalb des Beteiligungsportfolios

liegen auf der Hand.“ van Delden weiter: „Wir sind hoch erfreut, bei KäuferPortal mit General Atlantic als einem erfahrenen globalen Wachstumsinvestor zusammen-zuarbeiten. Mit dem Know-how von General Atlantic, unserer Expertise im Markenaufbau und dem unternehmerischen Spirit der Gründer planen wir, die großen Zukunftspotenziale von KäuferPortal ideal erschließen zu können.”

Jörn Nikolay, Managing Director General Atlantic

„KäuferPortal ist ein spannender Neuzugang im Portfolio von General Atlantic. Der bisherige Erfolg von KäuferPortal ist für uns ein großer Ansporn. Wir freuen uns, unser Know-how bei der Unterstützung von Unternehmen mit hohem Wachstumspotenzial einbringen zu können, um an dem aktuellen Trend – weg vom klassischen Anbieter-Kunden-Kontakt hin zum Online-Geschäft – teilzuhaben. Wir arbeiten häufig in ähnlichen Konstellationen mit Unternehmen vergleichbarer Größe wie ProSiebenSat.1 zusammen, um gemeinsam Wachstumsfirmen in ihren Ambitionen zu unterstützen. Auf die Zusammenarbeit mit ProSiebenSat.1 als Partner freuen wir uns.“

Über 7Commerce

7Commerce ist der strategische Investment-Arm der ProSiebenSat.1 Group. In dem Unternehmen führt die ProSiebenSat.1 Group ihre strategischen Beteiligungen im eCommerce-Geschäft unter einem Dach. Um Synergien und Austausch der Beteiligungen untereinander zu fördern, bündelt 7Commerce ihre langfristigeren Partnerschaften sinnvoll untereinander in „Verticals“. Zum Portfolio der 7Commerce zählen bereits führende Marken wie Flaconi, Amorelie, Valmano und Stylight im Bereich Beauty & Accessories sowie Verivox und moebel.de im Bereich Online Comparison.

Über General Atlantic

General Atlantic ist ein weltweit führender Wachstumskapitalinvestor, der Kapital und strategische Unterstützung für Unternehmen mit hohem Wachstumspotenzial zur Verfügung stellt. Gegründet 1980, verbindet das Unternehmen einen kooperativen globalen Ansatz, branchenspezifische Expertise, einen langfristigen Investment-Horizont und ein tiefes Verständnis für Wachstumstreiber mit herausragenden Management-Teams, um weltweit außergewöhnliche Geschäftsmodelle zu schaffen. Zum Team von General Atlantic gehören mehr als 100 Investment Professionals in New York, Amsterdam, Peking, Greenwich, Hongkong, London, Mexiko-Stadt, Mumbai, München, Palo Alto, São Paulo und Singapur.

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Als junge Studenten starteten Robin Behlau und Mario Kohle 2008 die Webseite käuferportal.de Der Online-Service hilft Verbrauchern vor einer großen Anschaffung, Angebote regionaler Firmen einzuholen und zu vergleichen. 2015 gab KäuferPortal bekannt, schrittweise ins europäische Ausland zu expandieren. Heute verkauft das Unternehmen mit seinen Partnern jährlich Produkte und Dienstleistungen im Wert von 500 Mio Euro und beschäftigt europaweit über 350 Mitarbeiter an sechs Standorten. Das Anbieter-Netzwerk umfasst über 2.300 Unternehmen in ganz Europa. Dazu gehören auch große Marken wie Höffner, Jungheinrich oder EON.[:zh]Munich/New York/Berlin, October 12, 2016. The ProSiebenSat.1 Group, one of the largest independent media companies in Europe, and General Atlantic, a leading global growth equity firm, today announced their investments in KäuferPortal, a market leading online portal in Germany that connects customers with a vendor network for consulting-intensive products and services for home improvement and financial services. ProSiebenSat.1, expert for brand building, and General Atlantic, a strategic partner that brings capital and operational expertise to entrepreneurs and management teams to help drive growth, will each acquire a 42 percent stake in the company. The other shares will remain with the company’s founders Robin Behlau and Mario Kohle. Both of the founders will remain at KäuferPortal in their current functions: Behlau as CEO, Kohle as chairman of the advisory board. The transaction must still be approved by the responsible cartel authorities.

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