

Investment AB Kinnevik

Skoppusbron 18
P.O. Box 2094
SE-103 13 Stockholm, Sweden
www.kinnevik.se



(Publ) Reg no 556047-9742
Phone +46 8 562 000 00
Fax +46 8 20 37 74

PRESS RELEASE

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KINNEVIK WELCOMES HOLTZBRINCK VENTURES AS A ROCKET SHAREHOLDER

Investment AB Kinnevik (publ) ("Kinnevik") today announced that Holtzbrinck Ventures ("HV"), a long-term, early-stage investor in companies started by Rocket, is contributing its entire stakes in seven of Rocket's most developed e-commerce businesses directly into Rocket, in exchange for equity in Rocket Internet AG.

The contribution includes HV's stakes in the emerging markets fashion businesses Lamoda, Dafiti, Jabong and Namshi, held through the holding companies BigFoot and BigCommerce; it also includes direct stakes in home & living businesses Home24 and Westwing, as well as in HelloFresh, a leading home food delivery company.

In return for this contribution, HV receives a 2.5% stake in Rocket. All contributed stakes were valued on the basis of the last external funding round of the respective companies. Post-closing, Kinnevik will own an 18.1% interest in Rocket Internet.

"Following the recent investments by PLDT and United Internet, we are delighted to welcome Holtzbrinck Ventures, one of Europe's most successful venture capital firms, as a new shareholder in Rocket Internet. This acquisition allows Rocket to progress on its strategic objective of owning larger stakes in the most established companies it has founded over the last five years" says Lorenzo Grabau, CEO of Kinnevik.

For further information, see the attached press release from Rocket Internet.

For further information, visit www.kinnevik.se or contact:

Torun Litzén, Director Investor Relations +46 (0)8 562 000 83
+46 (0)70 762 00 83

Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50 companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures.

Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.

Rocket Internet Increases Stakes in its Leading e-commerce Businesses

Holtzbrinck Ventures Becomes a Shareholder in Rocket Internet

Munich & Berlin, Germany, 21 August 2014 – Holtzbrinck Ventures (“HV”) and Rocket Internet AG (“Rocket”) are pleased to announce that HV, a long-term, early-stage investor in companies started by Rocket, is contributing its entire stakes in seven of Rocket’s most developed e-commerce businesses directly into Rocket, in exchange for equity in Rocket.

The stock for stock transaction builds on a long standing and successful partnership between HV and Rocket. This transaction allows Rocket to progress its declared strategic objective of owning larger stakes in its network of companies.

The contribution includes HV’s stakes in the emerging markets fashion businesses *Lamoda*, *Dafiti*, *Jabong* and *Namshi*, held through the holding companies BigFoot and BigCommerce; it also includes direct stakes in home & living businesses *Home24* and *Westwing*, as well as in *HelloFresh*, a leading home food delivery company.

In return for this contribution, HV receives a 2.5% stake in Rocket. All contributed stakes were valued on the basis of the last external funding round of the respective companies.

HV’s investment in Rocket will be in new shares issued by the company, of the same class and bearing the same rights as shares held by current investors. Following the transaction HV joins Investment AB Kinnevik (18.1%), Access Industries (8.3%), PLDT (8.4%) and United Internet (10.4%) as external investors in Rocket, in addition to Global Founders Fund GmbH (formerly: European Founders Fund GmbH), which will hold (52.3%).

Oliver Samwer, co-founder and CEO of Rocket, commented:

“Rocket’s platform allows us to build and scale online businesses in fast growing markets all around the world. Holtzbrinck Ventures has been an early and long term supporter of many Rocket companies built on this platform, and has invested in more Rocket companies than any other external investor. This transaction helps Rocket pursue its strategic objective of owning larger stakes in its companies and we welcome HV’s support at the group level. We look forward to continuing our successful partnership.”

Martin Weber, General Partner of Holtzbrinck Ventures, said:

“We are excited to become a direct shareholder in Rocket and build on our long term cooperation. We are pleased to have made many successful investments alongside Rocket and have tremendous respect for their track record and ability to create successful online companies. We look forward to working with Oliver Samwer and the Rocket team directly as the company continues to grow around the world.”

Ends

About Holtzbrinck Ventures

HV Holtzbrinck Ventures has been investing in internet companies for over ten years, primarily during their start-up phase. In this time, Holtzbrinck Ventures has financed over 120 companies and has established itself as one of the few venture capital firms that has also founded market leading internet companies. Today Holtzbrinck Ventures is one of Europe's most successful early-stage investors in the internet sector, with investments in some of the internet's biggest companies including Zalando, Wooga, Groupon, Westwing, Experteer, Dreamlines, Lazada, Flixbus, Quandoo, Lendico, Outfittery, Delivery Hero or Brands4Friends.

About Rocket Internet

Rocket's mission is to become the world's largest Internet platform outside of China and the United States. 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 three sectors: e-Commerce, marketplaces and financial technology.

Rocket started in 2007 and now has more than 20,000 employees across its network of companies, which operate in more than 100 countries on five continents.

Press Contact Holtzbrinck Ventures:

Martin Weber
General Partner
Tel: +49 89 2060 7750
Email: martin.weber@holtzbrinck.net

Press Contact Rocket Internet:

Andreas Winiarski
Global Head of PR & Communications
Tel: +49 30 300 13 18 68
Email: andreas.winiarski@rocket-internet.com