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PRESS RELEASE

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## ROCKET INTERNET ANNOUNCES INTENTION TO FLOAT

**Investment AB Kinnevik ("Kinnevik") today announced that Rocket Internet AG ("Rocket") intends to proceed with an initial public offering on the Frankfurt Stock Exchange in 2014.**

The IPO is intended to take place later in 2014. The offer, if pursued, is expected to consist solely of new shares from a capital increase. All existing shareholders of Rocket Internet will remain invested and will not sell any shares as part of the offering. Currently, the shareholders consist of Global Founders (the investment vehicle of Oliver Samwer, the founder and CEO of Rocket, and his brothers), Kinnevik, Access Industries, Philippine Long Distance Telephone Company, United Internet and HV Holtzbrinck Ventures and some of their affiliates. The new shares will be of the same class and bearing the same rights as shares held by current Rocket shareholders. All six shareholders will sign lock up commitments not to sell or otherwise dispose of their shares for at least twelve months. Rocket intends to use the proceeds from the IPO to finance its future growth through the launch of new businesses and providing further equity capital to its network of companies.

For further information about the IPO, please refer to [www.rocket-internet.com](http://www.rocket-internet.com).

Lorenzo Grabau, CEO of Kinnevik commented: "Kinnevik is very supportive of Rocket Internet's intention to list. Our partnership with Rocket, which goes back to 2009, has created substantial value for our shareholders and has contributed to the transformation of our portfolio. We look forward to continuing to work with the Rocket team as the company pursues its exciting growth strategy to build the world's leading Internet platform outside of China and the United States."

Kinnevik discloses the information provided herein pursuant to the Securities Market Act (Sw. lagen om värdepappersmarknaden (2007:528)). The information was submitted for publication on 10 September, 2014 at 9.30 am (CET).

**For further information, visit [www.kinnevik.se](http://www.kinnevik.se) or contact:**

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*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.*