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PRESS RELEASE

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ROCKET INTERNET PUBLISHES PROSPECTUS FOR IPO

Investment AB Kinnevik (publ) ("Kinnevik") today announced that Rocket Internet has published the prospectus (including price range) for its upcoming Initial Public Offering (IPO).

Rocket Internet has today, after approval from the German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht BaFin) published its prospectus for its upcoming Initial Public Offering (IPO).

Rocket Internet has set the price range for the company's shares at EUR 35.5-42.5, equivalent to a pre money equity value for Rocket Internet of approximately EUR 4.3bn to EUR 5.1bn on a fully diluted basis.

If the value of Rocket Internet derived from the indicative price range would be applied to Kinnevik's financial statements as per 30 June 2014 (adjusted for new share issues announced in August), the book value of Kinnevik's shares in Rocket Internet would have been SEK 5.3-6.7 bn higher than reported, equivalent to an increase in net asset value of SEK 19.0-24.0 per share.

Kinnevik has entered into customary lock-up arrangements, implying that Kinnevik's Rocket shares will be subject to a lock-up period of 12 months from the first day of trading.

Kinnevik discloses the information provided herein pursuant to the Securities Market Act (Sw. lagen om värdepappersmarknaden (2007:528)). The reference to the IPO does not constitute an offer to acquire securities or investment advice. The information was submitted for publication on 23 September 2014 at 7.00 pm (CET).

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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.