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PRESS RELEASE

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KINNEVIK OWNS 13.15% OF ROCKET INTERNET AFTER CAPITAL INCREASE

Investment AB Kinnevik today announced that following Rocket Internet's announcement of an additional capital raise of EUR 589m or 7.8% of the equity through a placement to a limited number of international institutional investors, Kinnevik ownership of 21,716,964 shares correspond to 13.15% of capital and votes in Rocket Internet.

The share price in the equity raise was 49 EUR per share. At this share price, Rocket Internet's value in the Kinnevik Net Asset Value amount to SEK 10,140m¹ compared to SEK 10,620m in the year-end report.

The information is of such character, which Kinnevik shall disclose in accordance with the law on Trading with Financial Instruments (1991:980) and/or the Securities Market Act (2007:528). The information was distributed for disclosure at 09.15 CET on 13 February 2015.

For further information, visit 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.

¹ Using an exchange rate of 9.53 SEK/EUR.