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The second successful exit in Germany for Seventure Partners

Blackhawk Networks acquires Seventure Partners Portfolio Company Retailo for € 50 Million.

Today Blackhawk Network (HAWK), a subsidiary of Safeway Inc., and a leading provider of prepaid and financial payments products for consumers and businesses announces the acquisition of Retailo AG, Cologne for € 50 Million in cash.

In 2009 Seventure Partners participated in an early series A financing round. Since then the Retailo team built the leading specialist for the distribution of gift cards in continental Europe. As a multi-channel provider for gift card solutions, the company with head offices in Cologne, counts 37,000 points of sale throughout Europe in stationary trade alone for gift cards of top brands such as Douglas, Amazon.de, IKEA, C&A, Saturn, Fleurop or Zalando.

In addition to the "offline" distribution in gas stations, lottery kiosks, supermarkets and banks, Retailo is increasingly relying on distributive channels in the online world : Retailo does not only offer gift cards via the online shop www.geschenkkartenwelt.de, but also digital gift codes via email, SMS or MMS which can be purchased on www.giftmobile.de, as well as via smart phone and social media apps. In addition to the launch of the first German social gifting apps on Facebook, Retailo also offers social gifting solutions to companies and agencies which are platform independent, such as GiftsToFriends.de.

"Retailo success is due to its outstanding team. Within only 5 years a complete new and highly profitable retail category could have been established in continental Europe. Right now Retailo is dominating the lucrative "offline" and "online" gift card business in Germany, Switzerland and Austria. I'm pleased we were able to accompany this team from early on", states Dr. Wolfgang Krause, venture Partner at Seventure Partners.

"Seventure has been present in Germany since 2008. After the sale of the B2B2C marketplace Tradoria to Japanese Rakuten in 2011, Retailo is the second successful exit completed by Seventure Partners in Germany. This confirms our ability to identify promising German start-ups to invest in", says David Manjarrès, Head of ICT Department at Seventure Partners.

About Seventure Partners

As an active partner of young, strong, growing companies since 1997, Seventure has been investing in French, German and European companies with the focus on Information Technology and Life Sciences. With over €500 Million in dedicated funds, investments in over 120 companies and offices in Paris, London, Geneva and Munich, Seventure Partners is one of the major players in European venture capitalism.

www.seventure.fr

contacts :

Seventure Partners

Dr. Wolfgang Krause

Tel : +49 89 87 80 68 6-0

wolfgang.krause@seventure-vc.com

Seventure Partners

Raïssa Brian

tel : +33 1 58 19 33 56

raissa.brian@seventure.fr