



## Bertelsmann invests in eCommerce shopping community BuyVIP

***BuyVIP achieves operational break even and wins strategic investor to further expand European market leadership***

Frankfurt a.M. / Madrid, 08. July 2008: BuyVIP announces the signing of a significant Mio. € Series B financing round with Bertelsmann Digital Media Investments (BDMI), the Venture Capital arm of Bertelsmann, a leading global media house with revenues in excess of 18 bn. € in 2007.

BuyVIP is a private shopping community which was founded just two years ago by Gustavo Garcia and Gerald Heydenreich and now boasts a community of more than 2 Mio members in Spain, Germany and Italy. The existing investor 3i extends its stake and MCI (Molins Capital Inversión, VC fund advised by Active Capital Partners) also participates in this round.

"We are proud that Bertelsmann joins BuyVIP as a strategic investor. Working with Bertelsmann will allow us to extend our media reach, work even closer with top brands and further expand into new markets", says Gustavo García Brusilovsky, BuyVIP's CEO and Co-Founder.

BuyVIP has recently reached its operational break-even and has generated in the first half of 2008 already more than 12 Mio.€ in revenues. Only members of the shopping community can participate in the time limited campaigns, buying branded products at a reduced price or getting access to new collections. More than 300 top brands such as Calvin Klein, Ed Hardy, Diesel, Adidas, Puma, Nudie, Gucci or Fendi have already worked with BuyVIP

Every day more than 10 campaigns are going live throughout Europe and every month more than 150.000 new members join BuyVIP. In April BuyVIP received the acclaimed Red Herring Top 100 award making it one of Europe's fastest growing companies.

"We have observed the market for eCommerce communities for a while. With its significant user base, its long term relationships with the most attractive brands and a top management team, we believe that BuyVIP will continue its fast growth in this segment" says Jan Borgstädt, Principal at BDMI.

The completion of the current financing round as a result of which 3i will acquire an additional stake and BDMI becomes a shareholder in BuyVIP is subject to approval by the European Commission.



### **Gustavo García Brusilovsky – CEO & Co-Founder**

- Set up operations of Portum AG in UK, France and Spain. Portum Spain Country Manager, grew subsidiary to leading provider of supplier relationship management in Spain
- Senior Manager in IBM Spain (PC Co) and IBM EMEA (e-business and strategy)
- Marketing Manager in McDonald's, Business Analyst in Procter & Gamble,
- Studied Biochemistry and Computer Sciences in Madrid (UAM, UPS), Master in Marketing and Int. Commerce (UPM), MBA in USA, Marketing Diploma in the CiM (London) and PDG IESE Madrid



### **Gerald Heydenreich – CFO / Business Development & Co-Founder**

- Co-Founder and Partner of Omnis Mundi Invest AG and Portum AG, leading European B2B marketplace with trading volume > 10 Bn. USD and clients such as Siemens, Total, EADS, Bayer, raised more than 25 Mio. € and sold company in 2006
- Manager at IBM Global Services, International mgmt. associate for the Hoechst AG board, Freelancer at Unilever, Arthur Andersen, Handelsblatt and ADL
- Cum Laude Bachelor Degree from European Business School, MBA from Thunderbird / AGSIM University (USA)
- "The Budding Entrepreneur Award" for youngest entrepreneur leading a 2002 [Europe's 500](#) company, twice finalist entrepreneur of the year sponsored by SAP, Deutsche Bank, E&Y



## Christian Unger – Member of the Advisory Board

- CEO Tradus
- Head of foreign activities of Quelle AG, CEO of Bertelsmann China, Shanghai, Member of the Executive Board of France Loisirs Group (Bertelsmann France), Paris, Managing Director of two medical publishing houses within Bertelsmann Professional Information, Assistant to a board member within Bertelsmann AG
- Masters Degree from European Business School



## Oliver Samwer – Member of the Advisory Board

- Managing Director at European Founders Fund
- After founding Alando in 1999 and the sale to eBay Inc, Oliver and his brothers founded Jamba! AG which was acquired in 2004 by Verisign Inc for USD 273 million. In 2006 News Corp. acquired 51% of Jamba for USD 187,5 million.
- In 2004 Oliver was selected as one of the Young Global Leaders by the World Economic Forum in Davos, Switzerland.
- Oliver Samwer holds a business degree from one of Germany's top business schools. During his studies, Oliver was a fellow of Deutsche Studienstiftung which awards scholarships to Germany's top 1% of students.



## Kleindl, Michael – Member of the Advisory Board

- Co-founder and CEO of AdLINK Internet Media AG
- President and co-founder of the European Interactive Advertising Association (EIAA), the pan-European industry association of online marketing agencies,
- Executive Advisor to the Zanox.de AG. Chairman of wunderLOOP, Europe's market leader in integrated behavioural targeting solutions.
- Founder of the consultancy and incubator company, Valkiria Network in 2003, which supports companies in the technology, internet and digital marketing space.
- University degree in Business Administration from European Business



## Christoph Kleinen – Member of the Advisory Board

- 1999, Mr. Kleinen joined Korn/Ferry International. He is Senior Client Partner in the German office and member of the firm's Global and European Consumer/Retail/Luxury Markets Groups
- Prior to joining Korn/Ferry, Mr. Kleinen was a senior buyer with Tengelmann/A&P Group responsible for the retailer's food and beverage business steering several ECR and category management projects.
- Previously, he worked in marketing and sales with Kraft Foods on a senior level.
- MBA from the University of Cologne



## Lederle, Achim – Member of the Board

- Partner at 3i with international investment experience since 1997 focusing on TMT. Early investments in internet start-ups e.g. Brokat and WireCard
- Member of the board of Mindjet Inc., Firstgate Holding AG, Enoceon GmbH, Digital Imaging Systems GmbH, 1-2-3TV GmbH; former board member of DocMorris N.L., dtms AG, WireCard AG et al
- Consultant at Deloitte Consulting
- Degree in Business Administration from University of Augsburg. Guest speaker at LMU and TU München.



## Schuchardt, Rolf – Member of the Advisory Board

- CEO of the SECOM-Group. Service, consulting and management for trade-, retail- and consumer-goods industries and services. Member / Chairman of various advisory boards
- Member of the Board of QUELLE Group. Europe's largest mail-order, e-commerce and homeshopping company with retail-stores and subsidiaries
- Member of the Board of Directors of E. Breuninger KG Department / Speciality Store-Organisation with shopping centers and several branches which offers "the total shopping experience" included restaurants, travel agencies and other consumer oriented services
- Managing Director / Director Sales of Horten AG Department Store Organisation with 50 branches in Germany



## Pommerening, Christopher – Member of the Advisory Board

- Founder and Managing Partner of ACP Active Capital Partners, European Venture Capital company based in Barcelona/Spain. Member of the Board of three portfolio companies and specialist for Internet based ventures
- Co-Founder and CEO of AutoScout24 Spain, leading European Internet marketplace for used cars. Managing Director of Scout24 Spain, leading European Internet portal for vertical marketplaces.
- Founder of VC MORE, International venture catalyst company based in Hamburg/Germany
- Founder and President of the Spanish chapter of EO (The Entrepreneurs' Organization), leading global non for profit entrepreneurship organization. Elected ambassador and chairman of EO Europe.
- Degree in International Management and Business Administration from European Business School London. Guest speaker at several Universities for Entrepreneurship and Venture Capital



## Carpinter, Rodolfo – Member of the Advisory Board

- Germanistik (German Philology), Master en Dirección Internacional (CESEM) (International Management)
- Master en Dirección General (CESEM) (General Management)
- President and CEO of DAD – Digital Assets Deployment, a leading Spanish Internet incubator with over 14 companies participated, like Baquia and Cinemavip or Synerquia.com. Was founding member of Servicom, World online and Netjuice.
- He has over 25 years of experience in online business.



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## About BuyVIP (english)

BuyVIP is an exclusive, invitation-only online destination where invited Members discover premier brands in time limited campaigns. Products are either end of season or are not yet available making BuyVIP a unique platform for great deals usually 30-70% off the original retail price. With more than 2 Mio. members (june 2008) and each day more than 10 new sales campaigns throughout Europe, BuyVIP is a leader in the private sales segment. Partner brands include companies such as Calvin Klein, Ed Hardy, Diesel, Adidas, Puma, Nudie, Gucci or Fendi

For further information please go to [www.buyvip.com/presse](http://www.buyvip.com/presse)

## Über BuyVIP (deutsch)

BuyVIP ist eine eCommerce Community, die ausschließlich durch persönliche Patenschaften und Empfehlungen wächst. Die Mitglieder dieser exklusiven Gemeinschaft haben die Möglichkeit, auf persönliche Einladung an zeit- und volumenlimitierten Verkaufskampagnen teilzunehmen. In diesen Kampagnen werden ausgewählte Produkte und Brands aus dem Bereich Life-Style und Fashion angeboten. Es handelt sich dabei um Produkte bzw. Kollektionen, die limitiert oder nicht im deutschen Fachhandel erhältlich sind sowie um off-season Produkte / Stock-Overs, welche die Mitglieder zu attraktiven Konditionen (30-70% unter Ladenpreis) erwerben können.

Darüber hinaus dient BuyVIP als Plattform zur Einführung neuer Marken und Produkte. Die registrierten Mitglieder erhalten vor dem offiziellen Produktlaunch die Möglichkeit, neue Produkte zu testen und Feedback an die Unternehmen zu geben.

Mit mehr als 2 Mio. Mitgliedern und mehr als 10 neuen Kampagnen pro Tag ist BuyVIP eines der führenden Unternehmen im Bereich der Shopping Communities.

Weitere Informationen finden Sie unter [www.buyvip.com/presse](http://www.buyvip.com/presse)

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**Geschäftsführung Deutschland:** Gerald Heydenreich / Harald Ernst | Telefon: 069 – 95 92 99 -110 | [gerald.heydenreich@buyvip.com](mailto:gerald.heydenreich@buyvip.com)

## Acerca de BuyVIP (spanish)

BuyVIP es una comunidad privada que crece exclusivamente a través de recomendaciones y patrocinios personales. Los miembros de esta comunidad exclusiva tienen la oportunidad, a través de invitaciones personales, de participar en campañas de ventas que están activas por un período de tiempo limitado y que involucran cantidades limitadas de productos de marcas selectas de moda y life-style.

Estos productos suelen ser ediciones limitadas, productos no disponibles en tiendas especiales o productos en liquidación de stock o fuera de temporada. Los miembros pueden adquirir estos productos a precios atractivos, normalmente entre un 30 y un 70% por debajo del precio en tienda. Los miembros registrados tienen la oportunidad de probar nuevos productos y aportar feedback a la hora del lanzamiento oficial de productos. Para más información: [www.buyvip.com/info](http://www.buyvip.com/info)

**Contacto:** José Abreu | GLOBALLY | Tel: (+34) 91 781 39 87 | E-mail: [jose.abreu@globally.es](mailto:jose.abreu@globally.es)

## About Bertelsmann Digital Media Investments (BDMI)

Bertelsmann Digital Media Investments, based in Luxembourg, is the Venture Capital subsidiary of the international media company Bertelsmann AG. BDMI investments focus on new trends and business models in the area of digital media. BDMI expects to support the success of portfolio companies through a close working relationship with Bertelsmann divisions (RTL Group, Random House, Gruner + Jahr, BMG, Arvato, Direct Group), enhancing their leading and innovative positioning in the media industry. BDMI is managed by an international team based in US and Germany. For further information: [www.bdmifund.com](http://www.bdmifund.com).

## Über Bertelsmann Digital Media Investments (BDMI)

Bertelsmann Digital Media Investments ist ein von dem internationalen Medienkonzern Bertelsmann AG gegründeter Venture Capital Fonds, mit Sitz in Luxemburg. BDMI investiert gezielt in neue Trends



und Geschäftsmodelle im Bereich digitaler Medien. BDMI will die Erfolgchancen der Portfoliounternehmen durch enge Kooperation mit den Bertelsmann Bereichen (RTL Group, Random House, Gruner + Jahr, BMG, Arvato, Direct Group) fördern, um deren innovative und führende Positionierung in der Medienbranche weiter voranzubringen. BDMI wird von einem internationalen Managementteam aus den USA und Deutschland geführt. Für weitere Infos: [www.bdmifund.com](http://www.bdmifund.com).

#### **Acerca de Bertelsmann Digital Media Investments (BDMI)**

Translate english version into spanish

#### **About 3i**

3i is a world leader in private equity. We focus on Buyouts, Growth Capital, Infrastructure and Quoted Private Equity ("QPE") and invest across Europe, the United States and Asia. Our competitive advantage comes from our international network and the strength and breadth of our business relationships. These underpin the value that we deliver to our portfolio and to our shareholders.

Contact: Susanne Cooper, Tel. +49 69-710000-0, [susanne.cooper@3i.com](mailto:susanne.cooper@3i.com)

[www.3i.com](http://www.3i.com)

#### **Über 3i**

3i ist ein börsennotiertes, weltweit führendes Private-Equity-Unternehmen für Mehr- und Minderheitsbeteiligungen an mittelständischen Firmen.

Über die Bereitstellung von Eigenkapital hinaus bietet 3i seinen Beteiligungen umfangreiches Know-how und Zugang zu einem breiten, internationalen 3i-Netzwerk. Neben dem Kerngeschäft mittelständische Buyouts, Wachstums- und Infrastrukturfinanzierungen ist 3i auch auf dem Geschäftsfeld Quoted Private Equity aktiv. 3i versteht sich als engagierter Partner und fokussiert seine Aktivitäten auf die Unterstützung und den Erfolg der Wachstumspläne seiner Portfoliounternehmen.

3i ist in 14 Ländern auf 3 Kontinenten (in Europa, Asien und Nordamerika) vertreten. Im letzten Geschäftsjahr hat die 3i-Gruppe insgesamt 4 Milliarden Euro investiert.

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#### **Acerca de 3i**

3i es líder en capital riesgo en Europa y basa su objetivo en invertir en sociedades que cuentan con equipos directivos motivados y con un proyecto de éxito. Trabaja conjuntamente con ellos con el fin de generar valor mediante apoyos estratégicos, sinergias con las carteras participadas y compartiendo el conocimientos de su red de oficinas y contactos. Su actividad se centra en operaciones buy out y capital de desarrollo que combinen tamaño, calidad, oportunidad de crecimiento y la posibilidad de alinear intereses. 3i, durante sus 60 años de experiencia ha invertido 24.500 millones de euros y cuenta con una red internacional con presencia en catorce países de Asia, EE.UU. y Europa. 3i empezó a operar en España en 1990 y desde entonces ha

invertido más de 1000 millones de euros desde sus oficinas de Madrid y Barcelona. Algunas de sus principales inversiones han sido las operaciones de Gamesa Energía y Servicios (GES), Sistemas Informáticos Abiertos, Ballesol, Pepe Jeans, Esmalglass, Rodman, Renta Corporación, La Sirena y Clínica Baviera. Para más información: Miriam Serrano, Tlf: 91 521 4419.

#### **About Active Capital Partners (www.acpvc.com).**

Active Capital Partners, advisor to MCI (Molins Capital inversión S.C.R. S.A.), makes minority investments in companies requiring startup or expansion capital. Active Capital Partners invests between €500,000 and €3,000,000 per transaction and also co-invests in larger opportunities. Active Capital Partners's investment style is characterised by its independence, how its partners complement the management teams they back, its entrepreneurial shareholder base and its network of advisers, consultants and specialists, who enable Active Capital Partners to add value to its investments. Some of the principal investments are Telemedicine Clinic, Polymita Technologies and Golden Gekko. For further information: Christopher Pommerening, Tlf: +34 93 487 6666.

#### **Acerca de Active Capital Partners (www.acpvc.com).**

Active Capital Partners, asesora de MCI (Molins Capital inversión S.C.R. S.A.), toma participaciones minoritarias en empresas que tengan un concepto innovador y que requieran capital de arranque o de expansión. La sociedad invierte entre €500.000 y €3.000.000 por operación y en algunas de ellas co-invierte para transacciones de mayor tamaño. El concepto Active Capital Partners se caracteriza por la independencia, por su perfil complementario al del equipo directivo, por sus accionistas con



vocación empresarial y por su red de consejeros, asesores y especialistas, que permite aportar un valor añadido a través de su experiencia y contactos. Algunas de sus principales inversiones han sido las operaciones de Telemedicine Clinic, Polymita Technologies y Golden Gekko. Para más información: Christopher Pommerening, Tlf: +34 93 487 6666.

**Über Active Capital Partners ([www.acpvc.com](http://www.acpvc.com))**

Active Capital Partners investiert durch den Venture Capital Fund MCI (Molins Capital Inversión S.C.R. S.A.), in Firmen, die ein innovatives Konzept besitzen und Startupkapital benötigen. Active Capital Partners investiert pro Operation zwischen €500.000 und €3.000.000. In einigen Fällen co-investiert Active Capital Partners in grössere Transaktionen. Das Active Capital Partners Konzept kennzeichnet sich durch sein unternehmerisches, unabhängiges und komplementäres Führungsteam, durch seine Aktionäre mit unternehmerischer Berufung und durch sein Netzwerk von Unternehmern, Beratern und Spezialisten. Unter den wichtigsten Investitionsoperationen befinden sich Telemedicine Clinic, Polymita Technologies und Golden Gekko. Für weitere Informationen: Christopher Pommerening, Tlf: +34 93 487 6666.