

PRESS RELEASE**Creathor Venture sells its stake in stylefruits to Ströer**

Bad Homburg v.d.H., April 27th, 2016 – Creathor Venture, one of the leading European Venture Capital firms, sells its stake in stylefruits GmbH, the European wide popular social commerce platform for fashion and living, to Ströer Content Group GmbH.

Since stylefruits' (www.stylefruits.de) inception in 2008 by Ingo Heinrich, Michael Vietze and Mathias Ziegler, the company was actively supported by Creathor Venture as Lead Investor. Together with the management of stylefruits, Creathor Venture developed the company with more than ten million monthly visits, three million app downloads and eight million Facebook fans into a profitable European market leader. Jointly driven milestones of the development of the company are the internationalization, the expansion into new verticals (living and men) as well as the development of a successful mobile strategy. Since 2011, Vorwerk Direct Selling Ventures, the corporate VC arm of the Vorwerk group, is engaged at stylefruits as a second investor.

„We are happy with the exit of stylefruits to Ströer. Stylefruits showed an impressive growth over the last years and we were able to realize an attractive exit multiple for our investors since initial investment. This is an excellent outcome for us,“ commented Cédric Köhler, Managing Partner at Creathor Venture.

Ingo Heinrich, stylefruits Founder and CEO:

„From the beginning, Creathor Venture gave us trust and funds and we are very grateful for the past eight years of successful cooperation. We are looking forward to have a strong new strategic partner at our side, supporting us to further continue stylefruits' fantastic growth and internationalization. “

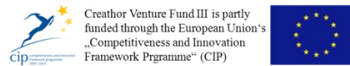
Currently, the deal still has to be approved by the public authorities. Terms of this deal will not be disclosed.

About Creathor Venture

As a leading European Venture Capital firm, Creathor Venture invests in technology-oriented companies and entrepreneurs. Creathor Venture focuses on Mobile, E-commerce, Digital Media, Cloud Technology, Internet of Things, Sharing Economy, Fintech, Life Science and E-Health. Regional focus is on Germany, Switzerland, Austria and Scandinavia. The management team of Creathor Venture consists of the CEO Dr. Gert Köhler, Karlheinz Schmelig, Cédric Köhler and Dr. Aristotelis Nastos. The team has been investing successfully in the early-stage venture capital business for 30 years. During that time, the team has built more than 200 technology companies successfully, conducted more than 20 international IPOs and has achieved exceptional returns for fund investors and the financed entrepreneurs in the past, all in the position as lead investor. The current portfolio of more than 35 companies is actively supported in development, growth and internationalization by a team of 17 staff. Creathor Venture manages funds of more than EUR 180 million and holds offices in Bad Homburg, near Munich, in Cologne, in Zurich and in Stockholm.

The investors of the current fund include the European Union, through which the fund receives funding from the "Competitiveness and Innovation Framework Programme" (CIP), and the "ERP EIF fund of funds" and the LfA – Gesellschaft für Vermögensverwaltung GmbH, both facilities of the European Investment Fund ("EIF"), fund of funds, family offices and entrepreneurs.

As the largest investor in Creathor the management underlines its entrepreneurial orientation.



About stylefruits

The social commerce company stylefruits was founded by Ingo Heinrich, Michael Vietze and Mathias Ziegler 2008 and funded by Creathor Venture. Stylefruits is your digital companion for fashion and home. With more than ten million monthly visits, three million app downloads and eight million Facebook fans, stylefruits is the leading European style advice platform for fashion and home. Stylefruits offers an exceptionally large selection of fashionable clothing, accessories and interior design products from a wide range of online partner shops and strives to combine shopping with innovative recommendation features. The platform is available online and as an app for smartphones and tablets. Stylefruits GmbH is based in Munich and currently employs a highly international team of more than 120 employees. So far, stylefruits has expanded from Germany to the UK, France, Poland and the Netherlands.

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About Ströer

Ströer SE is one of the biggest providers of out-of-home and online advertising, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers. The Ströer Group commercializes around 290,000 out-of-home advertising faces and several thousand websites. With consolidated revenue of EUR 721m for the full year 2014, Ströer SE is one of largest providers of out-of-home media in Europe in terms of revenue. The Ströer Group has approximately 2,400 employees at over 70 locations.

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