
Press release



SevenVentures invests in happybrush – Manuel Neuer becomes brand ambassador and strategic partner

Unterföhring, 01.06.2026. SevenVentures, the investment arm of ProSiebenSat.1 Media SE, is investing in happybrush with a gross media budget in the mid-single-digit millions. The Munich-based company develops oral care products with the aim of making oral hygiene high-quality, modern and sustainable. With this investment, happybrush aims to reach the next stage of scaling up. As part of this, record-breaking national football goalkeeper Manuel Neuer is joining the company as a strategic partner and will become the new face of the brand. The collaboration is accompanied by a cross-media campaign, which also includes a TV advert on the ProSiebenSat.1 Group's channels.

Since its foundation in 2016, happybrush GmbH has been developing oral care products that combine quality, design and social responsibility. Its multi-award-winning product range covers all customer needs, ranging from electric toothbrushes for adults and children to toothpaste, dental floss, mouthwashes and interdental brushes. The company has already sold 25 million products and is now aiming to take the next step towards the mass market.

SevenVentures' media investment guarantees the start-up high visibility over the long term across the ProSiebenSat.1 Group's linear channels and digital platforms. This enables happybrush to reach new target groups, expand its market presence and build lasting trust. With Manuel Neuer as the testimonial, the strategic focus is on sharpening happybrush's brand profile: the World Cup winner will not only be the face of the upcoming campaign but will also work with happybrush to develop new product and brand concepts. The campaign will also be extended at the point of sale, online and via social media.

Manuel Neuer, national team goalkeeper: "As a professional athlete, I value health, quality and consistent daily routines highly. Oral health also plays an important role in this. happybrush combines effective technology, modern design and sustainability in a way that won me over straight away – as did the numerous awards the products have received. I am very much looking forward to playing an active part in shaping the brand's future development and new products."

Stefan Walter, Co-Founder happybrush: "What we particularly value is that Manuel Neuer is not only involved as a brand ambassador, but also plays a strategic role in shaping happybrush. And together with SevenVentures as a strong media partner, we are generating the media reach needed to take the company to the next level."

Florian Hirschberger, CEO SevenVentures: "With ProSiebenSat.1's huge reach, we want to help happybrush further boost the company's brand awareness across a broad market. In Manuel Neuer, happybrush has secured an exceptionally strong brand ambassador. We are thrilled about this partnership and look forward to our joint campaign."

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About SevenVentures: SevenVentures is a leading corporate venture capital firm that accelerates growth of B2C companies with media investments and operational support. SevenVentures is part of ProSiebenSat.1 Media SE and acts as the group's investment unit. We operate a flexible investment model based on media for equity and media convertibles. Our portfolio partners receive TV advertising time, individually tailored campaigns on our platforms and other services in return for company shares. A more than 15 year track-record in the industry underlines we significantly contribute to increasing revenues and enterprise value of the startups and scaleups we work with.

About happybrush: happybrush is an oral care company based in Munich. Founded in 2016 by Florian Kiener and Stefan Walter, the company has already sold over 25 million products and is now one of Germany's leading brands in the field of modern oral care. happybrush has entered into distribution partnerships with over 40 retail partners, including the major German drugstore chains dm, Rossmann and Müller. The company currently employs around 40 people.