
Press release



SevenVentures invests in new unicorn FINN

Unterföhring, 24.06.2026. SevenVentures, the investment arm of ProSiebenSat.1 Media SE, is taking a stake in the Munich-based mobility company FINN as part of a media-for-equity deal. The investment comprises a gross media volume in the mid double-digit millions and supports the company's further growth through a customised media package, which provides FINN with significant advertising reach.

The investment is being made as part of the current Series D funding round, in which FINN is raising around 100 million euros in new equity. With a valuation of over one billion euros, the company has thus achieved 'unicorn' status. SevenVentures is contributing its many years of experience in strategic brand building and will support FINN as a growth partner in its continued scaling.

With an annualised recurring revenue (ARR) of over 300 million euros, FINN is one of Europe's fastest-growing mobility companies. Since its foundation in 2019, the company has become the leading provider of car subscription services in Germany. With flexible contract terms and a fully digital offering, FINN aims to significantly simplify access to personalised mobility. The car subscription packages already include all taxes, insurance and maintenance costs for the subscription vehicles, so users do not have to deal with these costs. The current funding round, led by Portage, has raised just under 100 million euros in new equity, as well as 40 million in debt financing from BC Partners Credit and Runway Growth Capital.

With this investment, SevenVentures is strengthening its position as a growth partner for digital business models in the consumer market. By combining TV advertising with the ProSiebenSat.1 Group's digital channels, SevenVentures helps companies to rapidly build reach and scale their brands sustainably.

Florian Hirschberger, CEO of SevenVentures: "We are delighted to be supporting FINN on its growth journey as a partner through this media-for-equity investment. With our expertise in strategic brand building, we are confident that we can make a significant contribution to FINN's continued success. Brand trust is a key driver of purchase and customer loyalty, particularly for services where consumers expect a fully comprehensive, worry-free package."

Maximilian Wühr, Co-Founder and CEO of FINN: "Our vision is to make mobility as accessible as possible. The support of our investors gives us the opportunity to build the leading platform for modern mobility in Europe. As we know from our own experience, SevenVentures is providing us with a significant boost in brand awareness through ProSiebenSat.1's advertising inventory, which we need to continue on our growth trajectory."

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SevenVentures and FINN have been working together as part of a media partnership since 2024.

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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 FINN: FINN is Germany's leading car subscription platform. Founded in Munich in 2019, the company enables customers to subscribe to vehicles from more than 25 brands entirely online, with insurance, financing, registration, taxes, and maintenance all included in one monthly payment. FINN's mission is to make mobility accessible and effortless for everyone. Through its technology-driven approach, the company is shaping the future of flexible mobility while building Europe's leading mobility platform.