
Press release



SevenVentures remains shareholder and strategic media partner after ABOUT YOU IPO

Unterföhring, June 22, 2021 – SevenVentures, part of the investment arm of ProSiebenSat.1's Commerce & Ventures segment, will remain as a shareholder in the Hamburg-based fashion and technology company after the IPO of ABOUT YOU Holding AG last Wednesday and will continue its media partnership with the fast-growing, internationally oriented fashion platform in the long term.

Back in September 2016, SevenVentures became the first external investor to participate in the online fashion retailer from Hamburg and helped ABOUT YOU achieve consistently increasing brand awareness in the German-speaking countries as part of an extensive media-for-equity investment. With precisely targeted advertising campaigns on the ProSiebenSat.1 Group's high-reach channels and platforms, SevenVentures, in addition to the strategic partners OTTO Group and Heartland, made an important contribution on ABOUT YOU's way towards becoming a successful European fashion player.

With its mobile-first approach and a personalized shopping experience, the platform especially attracts young, financially strong customers searching for inspiration, who are particularly reached by ProSiebenSat.1's formats. Thus, ABOUT YOU profits in the long run from the media company's target-group-specific marketing solutions. In addition to advertising specials, ProSiebenSat.1 developed several successful branded entertainment formats for ABOUT YOU and established its own annual awards ceremony for social media personalities from German-speaking countries with the ABOUT YOU Awards. Since 2017 the most authentic and relevant influencers of the year have been honored on behalf of the Hamburg-based label. In 2019, the weekly TV shows "All About You – Das Fashion Duell" and "Style Your Star – It's About You" generated media attention for the brand, which evolved into one of the most rapidly growing European e-commerce platforms overall.

Florian Hirschberger, Managing Director SevenVentures GmbH: "It has been incredibly exciting to accompany ABOUT YOU on this journey for several years. We are grateful and proud to be part of this success story. Congratulations to the entire ABOUT YOU team surrounding Tarek Müller. I would also like to take this opportunity to thank the many colleagues from our team who have been involved over the years and have made this success possible for SevenVentures and ProSiebenSat.1. We are looking forward to the further journey with ABOUT YOU, acting in a double role as media partner and shareholder. Our ongoing engagement demonstrates how much we believe in the company, the team and our partnership model."

Contact:

Stefanie Rupp-Menedetter
Head of Group Communications & Events
Tel. +49 [89] 95 07-2598
E-Mail:
Stefanie.Rupp@ProSiebenSat1.com

Patrick Schmid
Referent Corporate Communications
Strategy & Finance
Tel. +49 [89] 95 07-2446
E-Mail:
Patrick.Schmid@ProSiebenSat1.com

ProSiebenSat.1 Media SE
Medienallee 7
D-85774 Unterföhring

Press release online:
www.ProSiebenSat1.com

Twitter:
[@P7S1Group](https://twitter.com/P7S1Group)



SevenVentures is an essential part of the value chain of ProSiebenSat.1's Commerce & Ventures segment. The IPO of ABOUT YOU emphasizes the investment unit's value proposition of sustainably developing consumer-oriented growth companies through individually tailored investments in the form of media volume. SevenVentures has a particular focus on partnership-based support for its investments as well as close cooperation with their management teams.

With the new Commerce & Ventures segment, ProSiebenSat.1 has a fully integrated investment approach along the life cycle of young B2C companies – from seed and early stage financing at SevenAccelerator, media-for-revenue and media-for-equity investments for more established growth companies at SevenVentures, to strategic minority and majority investments at SevenGrowth.

About SevenVentures: With numerous investments in various market segments, SevenVentures is the leading media investor worldwide. As a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, SevenVentures acts as the ideal partner for high-growth B2C companies, particularly in the consumer goods, retail and services sectors, that have the potential to achieve sustainable success through the use of TV advertising. SevenVentures also supports companies in their international growth with media power, capital and all other services. In the Commerce & Ventures segment, ProSiebenSat.1 bundles the Group's minority and majority investment activities. In addition to SevenVentures with the SevenAccelerator, this also includes the companies of the NuCom Group and SevenGrowth.