
Press release



SevenAccelerator increases its stake in Xplora Technologies

Unterföhring, June 24, 2021 - SevenAccelerator acquires further shares amounting to a low, single-digit million sum in the Norwegian growth stage start-up Xplora Technologies AS in the course of a media investment and expands its cooperation with Europe's leading manufacturer of smartwatches and operator of the O2O platform Xplora Goplay. The company sells innovative smartwatches for children and serves a steadily growing market segment. Being part of SevenVentures, SevenAccelerator belongs to the segment Commerce & Ventures of ProSiebenSat.1 Media SE.

Entering in 2019 via an initial media deal and acquiring shares in the company following Xplora's IPO on the Euronext Growth stock exchange in Oslo last year, ProSiebenSat.1's investment arm is increasing its stake through a follow-on media investment and extending its cooperation with Xplora Technologies AS. The valuation of the start-up, which established itself very early in a global growth sector, is now around EUR 150 million.

Maximilian Jochim, Managing Director SevenVentures GmbH: "Xplora's success story shows once again that we are the ideal partner when it comes to creating the necessary reach and brand awareness at the crucial moment when ambitious B2C growth companies want to scale their business model. We are delighted to continue our strong collaboration with a start-up that also takes social responsibility in its corporate actions."

Xplora sells its products through branches in Germany, Norway, the United Kingdom, Spain and the United States, as well as through partners, resellers and distributors in other markets. The company was founded in 2016 with the aim of allowing children a safe entry into digital life and a better balance between screen time and physical activity. Significant innovations such as the launch of the world's first eSIM product for children gave the start-up long-term competitive advantages.

With Xplora Goplay, the Norwegian brand has its own patented gaming platform that motivates children to take as many steps as possible per day via rewards in the form of coins. They can redeem these for products, services or badges, donate them to charitable organisations or give them to friends. As the market leader in the segment of innovative digital watches, Xplora thus not only appeals to a continuously growing target group, but also dedicates its products to socially relevant goals such as promoting the health of children. Numerous well-known partners such as Warner Brothers and Disney have recognised the potential of the platform and signed partnerships with Xplora. They contribute content to

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Xplora Goplay that encourages children in a playful way to go out and get more exercise.



Sten Kirkbak, Founder and CEO Xplora Technologies: "As innovation leader in smartwatches, we connect people with their loved ones and let children experience how their daily activities can positively change the world. This value proposition, which we deliver particularly through our unique service platform and the high-quality content of our partners, puts us ahead of our competitors. The key was to be able to grow quickly and sustainably at the very beginning of the rising demand for smartwatches. SevenAccelerator provided us with customized solutions with the right approach to our target groups on ProSiebenSat.1's various channels and platforms."

With this investment, SevenAccelerator underlines its expertise in sustainably developing consumer-oriented start-ups by means of individually tailored investments in the form of media performance and massively increasing their brand awareness via ProSiebenSat.1's high-reach TV and digital channels. The investment unit places special emphasis on partnership-based support for the start-ups and close cooperation with their management.

With the new segment Commerce & Ventures, ProSiebenSat.1 has a wide range of investment forms at its disposal – from seed and venture financing to media-for-revenue or -equity deals to majority investments. Using the SevenAccelerator as a catalyst, the media company can identify economic trends early on and actively develop its portfolio across the Group.

About SevenVentures: With numerous investments in various market segments, SevenVentures is the leading media investor worldwide. As a company in the segment Commerce & Ventures of ProSiebenSat.1 Media SE, SevenVentures is the ideal partner for high-growth B2C companies, particularly in the consumer goods, retail and services sectors, which 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 segment Commerce & Ventures, ProSiebenSat.1 bundles the Group's minority and majority investment areas. In addition to SevenVentures including SevenAccelerator, it also comprises the companies of NuCom Group.

About Xplora Technologies AS: Xplora is a platform and service company and industry leader in the market of smartwatches for children. Xplora was founded to give children a safe entry into digital life and a better balance between screen time and physical activity. Xplora's vision is to enable children around the globe to experience how their daily activities can create value and positively change the world. The company is headquartered in Norway and operates in leading European markets. Xplora is listed on Euronext Growth under the ticker symbol XPLRA.