



PRESS RELEASE

Tengelmann Group acquires stake in leading German e-commerce site Baby-Markt.de

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The Tengelmann Group has further strengthened its e-commerce activities with an investment in Germany's leading e-commerce site for baby care. Following its investments in fashion retailers brands4friends and Zalando, Tengelmann has now acquired a 49.9% stake in Baby-Markt.de. "Baby-Markt.de has grown to be a category leader in its niche and is an optimal fit for our e-commerce strategy. I am especially pleased that Baby-Markt.de is also a family-owned business, just as the Tengelmann Group has been for five generations", explains Karl-Erivan W. Haub, CEO of Tengelmann Group.

Baby-Markt.de was founded in 2003 by Albert Luetgenau in Dortmund. „In Tengelmann we have found a strong partner to support further domestic growth as well as our international expansion”, stated Albert Luetgenau.

The transaction is still pending awaiting regulatory approval.

Parklane Capital acted as exclusive financial advisor to the management and owners of Baby-Markt.de in this transaction.

The investment in Baby-Markt.de will be managed by the Tengelmann e-commerce unit, located in Muelheim. The e-commerce unit invests in fast growing companies under the principle "funding your ideas". Since starting at the end of 2009, it has already advanced to one of the most active investors in Germany. The investment focus is on e-commerce, social commerce and marketplaces as well as supporting internet and web2.0 technologies. Tengelmann provides funding, management and infrastructure services to their portfolio companies.

Tengelmann Group is an international retailing group whose brands including OBI, KiK, Kaiser's Tengelmann, Plus and A&P generated total sales of €12.36 billion in 2008. Founded in 1867 in Muehlheim, the company is currently managed by the fifth family generation and has over 83,000 employees in 14 countries and 4.357 retail outlets.

Baby-Markt.de opened its first webshop in 2003 and has grown to become one of the leading destination sites for baby products and accessories, offering major brands at compelling price points. 90 employees handle app. 4,000 daily shipments from an assortment of over 12,000 products.

About Parklane Capital

Parklane Capital is a specialist Investment and Corporate Finance advisory firm for growth companies in the Media, Internet, Technology, Telecommunications, Cleantech and Healthcare sectors.

The partners of Parklane Capital have all previously founded or built significant high-growth businesses. Since its inception in 2004, Parklane Capital has successfully advised clients on over 50 transactions with valuations ranging between EUR 5 million (venture capital) and EUR 250 million (exits/ trade sales). Cross-border deals included transactions with eBay, AOL Time Warner, Experian, Medco Health Solutions and Mitsui.

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