



Bregal
Unternehmerkapital



HelloPrint®

Press release

Helloprint, Europe's fast growing online print platform, partners with Bregal Unternehmerkapital and Project A

The partnership entails a minority investment to support Helloprint's growth ambitions

Rotterdam / Munich / Berlin, 13 March 2017 – Helloprint, one of Europe's fastest growing online print platforms, has stepped into a long term partnership with Bregal Unternehmerkapital, a multi-generational family business specialized in holdings of mid-sized companies, and Project A, a Berlin-based operational venture capitalist. The partnership entails a "multi-million" euro minority investment via their printing holding Onlineprinters.

The Rotterdam-based platform's last funding round was a multi-million euro Series A funding with informal investors, after a first round of founding capital. This new investment provides Helloprint with significant funding and access to multiple strategic advantages to support its rapid growth ambitions.

"We've had a long and intensive process of selecting the right future partner for our fast growing European platform business", said Hans Scheffer, CEO and Founder of Helloprint. "The family-owned structure, long term vision and hands-on mentality of Bregal and the operational power in data, BI, CRM and online acquisition marketing of Project A have convinced us to go for a joint future. This unique combination allows us to grow our independent platform faster into various markets."

Helloprint is using the funding for the operational support of its growth, the development of its systems and data structure, the extension of the team and the acquisition of new European customers. "We see that the online print market is evolving rapidly", Scheffer says. "Our asset-light platform model allows us to scale the business faster and enter new countries and markets quickly without the need for investments into printing equipment. Our network of international print and promo producers is growing fast and it is our ambitions to scale the network and our business even faster over the next years. The whole team is looking forward to accelerate our growth further with the new partnership".

About Helloprint

Founded in 2013, Helloprint's platform business is expanding rapidly into the European market. Currently, over 150.000 customers in the Netherlands, Belgium, France, Italy, United Kingdom, Spain, Germany and Ireland are ordering their printed products via the platform. Via a network of hundreds of international print and promotional producing partners over 2.000 unique printed products are available for its customers, anywhere and when they need it. The company operates from Rotterdam, The Netherlands, where it has its European HQ, and from Valencia, Spain, where the international Customer Experience Center is located.

About Bregal Unternehmerkapital

Bregal Unternehmerkapital is part of a family-owned business that has been built up over generations. Its investment activity is free of institutional constraints, based on long-term commitment and independent of developments in the financial markets. Bregal Unternehmerkapital identifies companies with strong management teams that are regarded as market leaders or “hidden champions” in their particular segment. Flexible financing and transaction structures enable it to acquire both minority and majority stakes. In doing so, Bregal Unternehmerkapital is also able to handle complex industry spin-offs, management buy-outs and succession situations in a sensitive, non-dogmatic manner. Bregal Unternehmerkapital aims to help companies achieve a sustained improvement in sales and profitability, and provides them with capital, proven financial expertise and access to a broad network of entrepreneurs and industry experts.

www.bregal.de

About Project A

Project A is an operational VC that provides its ventures with capital, an extensive network and exclusive access to a wide range of operational expertise. The Berlin-based investor makes use of the €260m in assets under its management to back early-stage companies in the digital technology space. With its unique organizational structure featuring 100 operational experts, Project A offers its portfolio companies hands-on support in the areas of IT, Marketing & Brand Building, Business Intelligence, Sales and Recruiting. The portfolio includes companies such as Catawiki, WorldRemit, Tictail, Contorion, nu3, Lostmy.name and ZenMate. More about Project A on www.project-a.com and on our blog insights.project-a.com.

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