

## **INTEL CAPITAL LEADS USD 38 MILLION INVESTMENT IN RUSSIAN ECOMMERCE BUSINESS KUPIVIP**

*Intel Capital invests in KupiVIP, one of Russia's most recognizable fashion ecommerce brands, adding to its consumer Internet footprint in the country*

RUSSIA, June 21, 2012 – **Intel Capital**, Intel's global investment and M&A organisation, today announced it has led a \$38 million investment round in Moscow-based KupiVIP Holding, an operator of popular Russian fashion ecommerce websites. Acton Capital Partners and the European Bank of Reconstruction and Development joined the financing round along with existing investors Accel and Balderton. KupiVIP will use the investment to support further development of its ecommerce platforms and the scaling of operations.

“Fashion ecommerce sites, customized to local cultural preferences and technology usage models, are major drivers of entrepreneurship and economic growth worldwide,” said Arvind Sodhani, President of Intel Capital and Executive Vice President of Intel. “With investments in similar sites from China to Brazil, Intel Capital brings significant experience from working with these types of businesses all over the world and we look forward to applying our expertise and global network to help KupiVIP take advantage of the great opportunities the Russian market has to offer.”

Christian Morales, Vice President, Intel and General Manager of Intel Europe, Middle East and Africa added: “Ecommerce is growing very fast in Russia and we are very pleased to be contributing to it by investing in KupiVIP and bringing in our best technology to improve the customer's experience”.

Founded by Oskar Hartmann, KupiVIP Holding is the largest fashion ecommerce company in Russia, attracting more than 500,000 customers to its websites each day. The company operates KupiVIP.ru, the largest online Russian shopping club offering over 1,500 brand name designer fashions and accessories at up to 90% off through daily flash sales. KupiVIP also operates ShopTime.ru which provides a wide assortment of fashion products, as well as white label ecommerce services to global fashion brands to help them operate online stores in Russia.

“KupiVIP was the first to introduce the concept of an online shopping club in Russia and now our club has more than 8 million registered users. And this is just the beginning: We are now offering ecommerce services to international brands intent on entering the Russian consumer

market,” said Oskar Hartmann, General Director of KupiVIP Holding. “Now our company actively develops in several directions aiming to bring brands together with Russian consumers – with new investments we get big support to build a world class ecommerce company on Russian ecommerce market.”

Intel Capital’s investment in KupiVIP follows the organization’s 2011 investment in Sapato, another leading ecommerce retailer in Russia specializing in footwear, which was recently acquired by Ozon. The investments in these two leading ecommerce properties in Russia adds to the portfolio in the region, including recent investments in Speaktoit (mobile assistant), Altergeo (mobile social network), Rock Flow Dynamics (enterprise software) and DeNovo (cloud services).

The Intel Capital investment team for KupiVIP was led by Investment Director Igor Taber. Following the investment, Taber will join KupiVIP’s Advisory Board along with Jan-Gisbert Schultze, Managing Partner, Acton Capital Partners.

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### **About Intel Capital**

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.6 billion in over 1,234 companies in 51 countries. In that timeframe, 199 portfolio companies have gone public on various exchanges around the world and 296 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit [www.intelcapital.com](http://www.intelcapital.com) or follow @Intelcapital.

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### **About KupiVIP Holding**

KupiVIP.ru was founded by Oskar Hartmann in 2008. For 4 years the company turned into a powerful holding which became the largest fashion ecommerce player in Russia. KupiVIP Holding operates KupiVIP.ru, the largest online shopping club in Russia, offering over 1500 designer brands in fashion products and accessories with up to 90 % off boutique prices through daily flash sales. It also operates online boutique KupiLUXE.ru and online store ShopTime.ru which offers a wide assortment of fashion products, as well as white label e-commerce services (KupiVIP E-Commerce Services) which offers ready ecommerce decisions: creation, development and further service for online stores for such brands as shop.quicksilver.ru, mexx-shop.ru and shop.tsum.ru. Besides, KupiVIP Holding operates from its offices in Berlin the sourcing of international and European brands, – granting it the exclusive representation for some European brands in the territory of Russia and the CIS.

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