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# News Release

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## **Intel Capital invests in Brazilian e-commerce companies Coquelux and Fashion.me**

### **NEWS HIGHLIGHTS:**

- Intel Capital invests in Brazilian fashion e-commerce websites Coquelux and Fashion.me
- Intel Capital solidifies presence in Brazil and doubles team of professionals in the region
- In 2011, Intel Capital invested in five Brazilian companies; Since 1999 Intel Capital has invested approximately \$75 million in 25 Brazilian companies

SÃO PAULO, February 16, 2012 - [Intel Capital](#), Intel's global investment and M&A organization, today announced investments in Brazilian fashion social network Fashion.me and online fashion purchase club Coquelux. The investments support the continued development of e-commerce in Brazil by offering Brazilian consumers innovative online experiences to connect with, discover and acquire fashion and related lifestyle products.

"Intel Capital began investing in Brazil in 1999 and as one of the first private equity and technology venture capital organizations in Brazil, we long ago recognized the need to stimulate the local creation of unique and compelling online experiences to keep pace with Brazil's rapid internet and technology adoption," said Arvind Sodhani, president of Intel Capital and executive vice-president for Intel. "The investments in social commerce site Fashion.me and e-commerce site Coquelux build out critical components of the online shopping ecosystem, offering consumers and fashion brands opportunities to create customized online experiences tailored specifically to interests, needs and cultural preferences."

"Brazil is currently the third largest PC market in the world and its citizens spend more time connected to the Internet than in any other country," said Fernando Martins, president of Intel Brazil. "Technology investments in Brazil that support innovation are imperative for driving the creation of local content and new opportunities for both entrepreneurs and consumers."

Fashion.me (São Paulo) is a social e-commerce platform that redefines the way people interact, discover, share, recommend and consume fashion on the Internet. Members can select from more than two million popular labels and designers featured on the Fashion.me Website to create customized looks and share them with friends and fashion experts in the Fashion.me social network. "Fashion.me, originally byMK, was founded in 2008 and is one of a number of innovative Brazilian Internet companies. We are revolutionizing the way fashion brands interact

with consumers, and with Intel Capital's investment we are looking forward to spreading this technology," says Flávio Pripas, founding partner of Fashion.me.

Coquelux (São Paulo) is an online shopping club that caters towards premium and luxury markets, featuring the latest fashion, home decoration, beauty, cooking, technology and entertainment products. Coquelux gives members exclusive access to flash events where they can purchase desired labels with discounts ranging from 30-90% off. The company also offers select members exclusive access to special luxury brand offerings. Pierre Emmanuel Joffre, CEO and founder of Coquelux, explains, "Unlike other shopping clubs, we provide services beyond low prices. Coquelux works as a private shopper for our users, selecting premium and luxury labels and relevant products that cater to our club members' lifestyle. The high quality of the selections, the discounts and limited time offerings create the perfect online shopping experience."

These two new investments cap off a very active year for Intel Capital in Brazil. Since officially entering the region in 1999, Intel Capital has invested approximately \$140 million in roughly 40 companies across Latin America, with approximately \$75 million in 25 Brazilian companies. In 2011, Intel Capital invested in five Brazilian companies, including the two announced today, and also expanded its local investment team to four professionals.

Led by Managing Director David Thomas, the local team currently includes investment professionals Alexandre Villela, Ricardo Arantes and Fabio Iunis dePaula, all of whom are based in Sao Paulo. Fabio and Ricardo are the investment directors for Fashion.me and Coquelux, respectively.

### **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\$10.4 billion in over 1,212 companies in 51 countries. In that timeframe, 196 portfolio companies have gone public on various exchanges around the world and 291 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 89 new and 69 follow-on 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).

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