

## **Press release**

August 16th, 2011

### **Mobile commerce on the rise: Creathor Venture invests in Shopgate.**

Bad Homburg/Butzbach, 16.08.2011 – The renowned German investor, Creathor Venture ([www.creathor.de](http://www.creathor.de)) invests a seven digit sum in Shopgate GmbH ([www.shopgate.com](http://www.shopgate.com)), who is today the leading provider of mobile shopping solutions for mail order and retail business.

Shopgate intends to invest the raised funds mainly into sales and marketing as well as into the acceleration of their internationalization.

Dr. Gert Köhler, CEO of Creathor Venture comments this step as follows: "Shopgate has made an excellent progress in a short time and is well positioned. Besides the team's quality, there is another simple reason for that: The mail order and retailing business via mobile devices has been dominated by big players like eBay or Amazon, who can afford expensive mobile solutions and their marketing. With Shopgate this has changed abruptly: Now even medium and small sized retailer can fast, cost and time efficient use an own mobile shopping solution for all relevant platforms and benefit from the smartphone of the customer as a sales channel. With its high-quality solution, Shopgate is also attractive to large retailers. "

Dr. Köhler explains further: "Apart from greater access to M-Commerce, Shopgate's vision to connect offline advertising with mobile terminals is highly exciting. Catalogs, print ads, bill inserts, shop windows, posters, menus and much more become interactive with Shopgate and turn them into real points of sale. The company has the potential to revolutionize the advertising industry. "

Ortwin Kartmann, CEO and cofounder of Shopgate is enthusiastic: "The demand for a simple, fast and convenient mobile shopping solution is already enormous and growing fast. With our vision, to combine

advertising space with a mobile point of sales, we will transform every customer contact into revenue potential. With Creathor on our side, this fascinating vision has moved a step closer! We look forward to a successful cooperation! "

Andrea Anderheggen, CEO and cofounder of Shopgate adds: "With Creathor we won an outstanding partner who understands exactly what we do. The above-average fund performance, the decades-long experience in the technology sector, the network and the entrepreneurial attitude of Creathor has convinced us. With this partnership we will bring Shopgate to the next level. We now want to continue the success story of the past twelve months on an international level and position Shopgate as the world's leading provider of mobile shopping solutions"

#### **About Creathor Venture**

Creathor venture currently manages a fund volume of over EUR 150 million and invests in technology-oriented companies and entrepreneurs in the areas of IT, telecommunications, media, new materials, electronics, nanotechnology, cleantech and life science. The management of Creathor Venture consists of the founder of the former Technology VC GmbH, Dr. Gert Köhler as well as Ingo Franz and Karl Heinz Schmelig. The team works in early-stage venture capital business for more than 20 years. Since then, more than 200 technology companies were financed, over 20 companies were led to international stock exchanges and many others were sold successfully. Thereby above average fund returns were achieved for the investors.

Investors in the fund include the European Union, of which Creathor Venture received funds out of the "Competitiveness and Innovation Framework Program" ("CIP"), fund of funds, family offices and businesses.

The management team itself is invested with an exceptional high share of around 30% of the fundsvolume, making it the largest investor, whereby the entrepreneurial direction of the business is backed by Creathor.



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#### **About Shopgate**

Shopgate is the market leader in mobile shopping solutions in Germany. With Shopgate mail order and retailers businesses can bring their offers fast, easy and cheap on your smartphone. The solution includes all relevant mobile platforms: For the mobile-optimized websites as well as native shopping Apps for iPhone, iPad, Android and Windows Mobile. Shopgate was founded in 2009 and has its headquarters in Butzbach (Hessen) and is already working with over 200 retailers and eCommerce companies, including leading and Baby Walz, Libri, Fritz Berger, Gourmondo, Cyberport, Hess Natur, Snipes, ClickandBuy and sofortueberweisung.de . The own Shopgate Apps was elected by Deutsche Telekom as the Apps of the month in October 2010 and has won the IT Innovation Award at the CEBIT2011. For more information, visit [www.shopgate.com](http://www.shopgate.com).