



**Press release**

## **Creathor Venture sells its stake in Doodle to Tamedia AG**

**Bad Homburg / Zurich, 12 May 2011. The German Venture Capital company Creathor Venture has successfully sold its stake in Swiss scheduling platform Doodle AG. As part of this exit, the Swiss media company Tamedia AG acquired 49% of Doodle's shares. Terms of this deal will not be disclosed.**

The Doodle AG operates doodle.com since 2008, the world's leading platform to schedule meetings and appointments, and won several awards with its service. The free, basic schedule service is available in 29 languages and is used each month by more than 8 million unique users. In addition to the basic service Doodle offers premium services to individuals and businesses.

Since Creathor Venture invested in Doodle in 2008, the number of users has increased eightfold. "We are content with the success and profitable development of Doodle," comments Dr. Gert Köhler, CEO of Creathor Venture, "We are pleased, that Doodle has found a strong partner with Tamedia to continue their positive development". The portfolio of leading media company Tamedia AG includes, among others the news platforms "20 Minuten Online" and "Newsnetz", the online market places car4you.ch, homegate.ch and the job-platform of the "Jobup AG" as well as "FashionFriends".

Together with the Doodle team around the founders Michael Naef and Paul E. Sevinç, Tamedia intends to grow internationally. Cédric Köhler of Creathor Venture comments, "We welcome this transaction, particularly as the involvement of Tamedia is a strategically attractive step to lead the success story of the Doodle AG into the next phase."

### **About Creathor Venture**

CREATHOR VENTURE invests in technology-oriented companies and entrepreneurs from the fields of life science, IT, telecommunication, new media, new materials, electronics, nanotechnology and clean tech.

CREATHOR VENTURE's management team includes Dr. Gert Köhler, the founder of the former Technologieholding VC GmbH, as well as Ingo Franz and Karlheinz Schmelig. The team has been working in early-stage venture capital for over 20 years. During that time more than 200 technology companies have been financed and over 20 IPOs as well as numerous trade sales have been conducted.

Extraordinarily successful companies that the partners have managed from the first round of financing to IPO include Micronas (SMI), SEZ (SMI), Intershop (Prime Segment), Infovista (NASDAQ, Nouveau Marché) and ITN Nanovation (Prime Segment).

**Contact**

Ute Molders  
Creathor Venture Management GmbH  
Marienbader Platz 1  
61348 Bad Homburg  
Tel: +49 6172 13 97 20  
Email: ute.molders@creathor.de  
www.creathor.de

**About Doodle AG**

The Doodle AG, operates the world's leading scheduling platform doodle.com. The free basic service is available in 29 languages and is used by more than 8 million monthly users. In addition to the basic service, Doodle offers premium rates for individuals and businesses. The award-winning startup employs at its headquarters in Technopark in Zurich, a total of eleven people.

**Contact**

Doodle AG  
Tilman Eberle  
VP of Corporate Communications  
Technoparkstrasse 1  
8005 Zürich  
Telefon: +41 44 586 9814  
E-Mail: press@doodle.com  
www.doodle.com

**About Tamedia AG**

Tamedia is a Swiss media company based in Zurich. With daily and weekly newspapers, magazines, online platforms, regional radio and TV stations and newspaper printing plants, Tamedia is one of the leading media companies in Switzerland. The company was founded in 1893 and is since 2000 listed on the Swiss stock exchange.

**Contact**

Tamedia AG  
Christoph Zimmer  
Head of Corporate Communications  
Werdstrasse 21  
8021 Zürich  
Telefon: +41 (0)44 248 41 35  
E-Mail: christoph.zimmer@tamedia.ch  
www.tamedia.ch