

Presseinformation

Retailo establishes innovative retailing concept and plans European expansion

Under the lead of Wellington Partners, investors invest in an innovative concept that utilizes a consistent system to market numerous gift and prepaid cards – already a billion-dollar business in the United States.

Cologne/Munich, May 5, 2008. Retailo AG is now bringing to market “Geschenkkartenwelt” (“Gift Card World”) – a forward-looking concept in Germany for marketing gift and prepaid cards. This Cologne-based company puts together a selection of cards from prominent retailers. This selection is offered through Geschenkkartenwelt’s network of racks and displays at numerous points of sale (PoS) that are highly accessible to consumers – from railroad station or airport bookstores right through to filling stations. With its multi-brand display concept, Retailo is opening up a new market; in the past, electronic gift cards could typically be obtained only from their respective retailer-issuers.

The system developed by Retailo affords standardized activation and transaction for the various gift cards. “This means that on the way to a party, for example, you could stop by a filling station and purchase a gift,” is the way Retailo co-founder Christian Lindner explains the advantages for consumers of the new retailing model. This innovative system also offers key plus points for issuers and retailers alike. In this connection, Lindner points to the low, success-based participation fees for issuers. And he sees significant business advantages for retailers: “Gift cards offer an extremely attractive floor

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space productivity ratio, i.e. revenues per square meter of retail floor space.”

The advantages for consumers, card issuers and PoS operators, the simple and secure transaction system, as well as the seasoned founder and management team was immediately convincing to investors, as well: Under the lead of Wellington Partners, Retailo AG closed a significant Series A round of funding only months after its establishment; it was agreed not to disclose the volume involved. Wellington General Partner Dr. Jörg Überla points to experience in the United States: “Within a matter of a very few years, an 80-billion dollar market for gift cards has taken shape in the U.S.; surveys show that 80 percent of all Americans either received or gave a gift card last year.” And market researchers are predicting explosive growth in Europe, too: A revenue volume of € 20 billion is anticipated by as early as 2010.

“We intend to establish Retailo as the leading distribution network in Europe for gift cards and other prepaid products,” says Retailo co-founder Uwe Stoffel, and explains the strategy: Germany is Europe's largest single retail market. From here, we'll be gradually expanding into other EU countries.”

About Retailo:

As a player in the retail industry, Retailo operates the market's leading cross-organizational distribution system for gift and prepaid cards. This forward-looking system brings together vendors, retailers and consumers. The focus in this connection is “Geschenkkartenwelt” (“Gift Card World”), with a presence in highly frequented points of sale. Its racks offer a broad selection of gift and prepaid cards for top-flight brands. Retailo activates and transacts the various cards by means of a standardized process. This Cologne-based company is presently active in Germany and plans to expand into further European countries. Additional information is available at www.retailo.de or www.geschenkkartenwelt.de.

About Wellington Partners:

Wellington Partners ranks among the most successful pan-European venture capital firms. With € 800 million under management and offices in London, Munich, Palo Alto and Zurich, the firm invests into opportunities throughout Europe that have the potential to become global leaders, mainly in the areas of Information Technology, Media Convergence, Cleantech and Life Science. Since 1998, Wellington has established a worldwide network to aid its entrepreneurs in building companies on a global scale.

Wellington Partners has invested in more than 100 companies in Europe and Israel, including now publicly traded Actelion, SAF and XING, successful privately held companies like Alando (acquired by eBay) and ImmobilienScout24 (acquired by Deutsche Telekom) as well as current portfolio companies like Adconion Astaro, Questico and Truphone. For more information please visit www.wellington-partners.com.