

## Online event organizer amiando closes its first financing round successfully

**Munich, 5<sup>th</sup> June 2008.** Europe's leading platform for organizing events online amiando has closed its first financing round, led by leading pan-European venture capital company Wellington Partners. Wellington is joined in this round by co-investor Adinvest.

amiando will use the investment to further accelerate its international expansion, to increase its Munich-based team and to add further features to its platform. "We are already a first-mover for do-it-yourself ticketing", explains co-founder and CEO Felix Haas. "In the next months, we will enlarge our competitive edge and make it even easier to organize and to promote any kind of events, parties as well as conferences or corporate events."

Wellington General Partner Eric Archambeau sees a huge market for long tail ticketing as he calls it: "In Europe and the U.S., thousands of events are organized each day with a total market volume of at least € 50 billion a year. As the first-mover, amiando has a huge opportunity to win a large share of this market, thanks to their technology and a professional management."

The key to success will be a perpetuation of the fast international expansion of amiando. The platform is already available in the four main European languages English, French, German and Spanish, and amiando has also started to establish local branches. Only nine months after the launch, thousands of private and public events are organized on amiando each month, including international conferences like LeWeb 3 in Paris and the Digital Lifestyle Day in Munich. As the amiando event organization and ticket shop is integrated in more and more websites and especially social networks, the number is rising fast.

This development strenghtens the optimism of the six founders as Haas explains: "amiando will be the clear European market leader for online events!"

### **About amiando**

**amiando AG** amiando is Europe's leading event organization platform and makes professional event organization easy. In June 2007, amiando launched the first European online tool for a secure, uncomplicated and individual do-it-yourself ticket shop. The innovative amiando do-it-yourself ticket shop system enables anyone to instantly offer an online event registration without any effort. The platform is available in English, Spanish, German and French.

The company has won numerous awards, including "Top 50 startup in Germany" by German national business magazine 'Wirtschaftswoche', "TOP 100 Finalist 2007" and "TOP 100 Winner 2008" by internet magazine Red Herring and the "Innovators' Pitch" of the federation of information economy, telecommunication and new media (BITKOM).

amiando AG is based in Munich and employs 25 people as of May 31, 2008. You can find further information about amiando AG as well as printable graphical material on [www.amiando.com/press](http://www.amiando.com/press).

### **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](http://www.wellington-partners.com).

### **Adinvest AG**

Adinvest is based in Zurich, Switzerland, and specializes in making early stage investments in private companies. In the life sciences sector, Adinvest collaborates closely with its partner firm Montreux Equity Partners in Menlo Park. In Europe, Adinvest focuses particularly on young businesses building internet communities, e-commerce distribution channels, on-line advertising and mobile technologies. Investee companies generally have a strong presence in Germany with ambitions to expand into broader markets. Apart from amiando AG, Adinvest's investments include Adconion Media Group Ltd, Brand4Friends, Seatwave Inc. and Xing AG.

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