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IEG Press Release (10.08.2011)

Edipresse Polska Acquires Polish Internet Group Pomocni / IEG – Investment Banking advises Edipresse and executes further transaction in Poland

Warsaw/Berlin, 08/08/2011: The Polish subsidiary of international media group Edipresse is strengthening its online offer for women and families by acquiring the leading Polish online marketplace for services. Both parties have agreed not to disclose the purchase price.

Edipresse Polska is the second largest publisher of magazines and leading Polish special interest publisher for women and families. With 2.7 million unique users and 45 million page views per month, Edipresse's online activities already belong to the leading internet offers in Poland. Edi:Net, which pools Edipresse's online activities, comprises lifestyle, women and parent portals, i.e. Wizaz.pl, Polki.pl and Babyonline.pl.

Pomocni.pl was initiated in 2008 by Team Europe Venture and today operates five online marketplaces for services ranging from babysitting (Nania.pl), care of elderly people (OpiekaSeniors.pl), pet care (OpiekaZwierzat.pl), daily help (PomoceDomowe.pl) to renovations (Remontuj.pl).

With the acquisition of 88% in Pomocni.pl from Point Nine Capital, bmp and the founders, Edipresse strengthens its online activities in Poland and takes another step towards developing Edi:Net to the leading Internet portal for women and families.

Krzysztof Nowinski, Senior Advisor of IEG – Investment Banking, who advised Edipresse on this transaction, compliments: "Pomocni is the leading online marketplace for services in Poland, in particular for supervision and care of children and elderly. This acquisition is an optimal add-on for Edipresse's current online and offline activities and a milestone in the development of Edi:Net."



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IEG – Investment Banking advised Edipresse on the acquisition as exclusive financial advisor.

About IEG – Investment Banking:

IEG – Investment Banking is an independent and international investment banking house with a focus on small and medium-sized transactions. IEG's services include advisory on mergers & acquisitions, financing and financial strategy as well as the placement of equity, debt and hybrid capital. IEG is headquartered in Berlin with branches and associated offices in Amsterdam, Bucharest, Buenos Aires, Istanbul, Milan, Mumbai, Paris, Sao Paulo, Shanghai, Tunis, Warsaw and Zurich. IEG's execution team is composed of 125 multi-disciplined staff in Berlin and across the international offices. IEG is 100% owned by its professionals.

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