



The leading e-commerce company in southeastern Europe will use the investment to strengthen its business in the region

KupiMe Forges Strategic Partnership with iEurope Fund

MINISTER FOR ENTREPRENEURSHIP AND TRADE GORDAN MARAS AND U.S. AMBASSADOR TO CROATIA JAMES B. FOLEY WELCOME THIS IMPROVEMENT TO THE BUSINESS AND INVESTMENT CLIMATE IN CROATIA

Zagreb, May 22, 2012 – KupiMe d.o.o. announced today that it has forged a strategic partnership with iEurope Fund, which has made a significant investment in the company. Over the next several years, KupiMe will benefit from the iEurope's assistance and investment and the reinvestment of earnings totaling over €3 million. KupiMe Group, the leading e-commerce business in southeastern Europe, which operates group buying sites, will use this investment to strengthen and grow its business across southeastern Europe. In addition, a portion of this investment has been used to purchase [trebamito.hr](#), [bigsale.hr](#) and [trebamito.rs](#).

KupiMe enables merchants to increase sales by offering discounted goods and services to e-commerce users in Croatia, Serbia, and Slovenia. It also allows users to leverage their social networks to obtain discounts on a variety of quality offerings. In two years, KupiMe has enabled users to save 20 million kuna, while its 2011 gross billing totaled €3 million.

"KupiMe has quickly become the trusted and safe group buying leader throughout the region and I am very pleased that KupiMe's growth and development will be materially enhanced by this partnership. We recognized iEurope as a good partner for this fast growing business because of their serious approach," said **Vanja Sertić**, KupiMe Founder/Managing Director. "We will bring consumers closer to merchants, and create an alternative channel for merchants to offer their goods and services to consumers. Consumers and merchants alike benefit from more offerings and a broader variety of choice," Sertić continued. "This investment will create jobs at KupiMe. It will also create jobs in the retail and services sector that KupiMe serves by bringing them more business."

"iEurope has a proven track record helping fast-growing, innovative companies like KupiMe, and their entrepreneur owners build the business and leverage market opportunities. We support our companies with significant strategic counsel and follow-on investments, as appropriate," said **Laszlo Czirjak**, Co-Founder/Partner of iEurope.

"KupiMe's consistent reputation for an excellent user experience and quality offers makes this a very attractive investment for iEurope in an e-commerce marketplace that is still very much in its nascent stage," said **Kristina Perkin Davison**, Co-Founder/Partner of iEurope. "Our team has an excellent track record in helping Internet-based companies like KupiMe grow and we are excited to be working with the



KupiMe management and particularly its founder, Vanja Sertić, to continue to build the business across these growing markets,” she continued.

Minister for Entrepreneurship and Trade Gordan Maras and U. S. Ambassador to the Republic of Croatia James B. Foley, who attended the press conference and contract signing ceremony, welcomed this U.S. investment and agreed that group buying is the main driver of growth in e-commerce in southeastern Europe.

“We see great potential in the Croatian private sector, which should play its necessary role as the engine of growth and the generator of the nation's wealth,” U.S. Ambassador to the Republic of Croatia **James B. Foley** said. “I would like to congratulate the authors of the KupiMe project, whose competitiveness and success attracted U.S. investment and proved that this country has a lot to offer,” he continued.

“This partnership bridges Croatia and global markets and opens new employment opportunities,” Minister for Entrepreneurship and Trade **Gordan Maras said**. “It is a real example of the private sector generating development.”

The law offices of White & Case, Stanić, Šavorić, Prica and Marolt each assisted in consummating this transaction. The financial advisory firm Grubišić & Partners advised KupiMe and its owners.

About iEurope

[iEurope Capital](#) is a US-based private equity firm with offices in Budapest and New York. Its funds include iEurope Fund II, which invests in companies with high growth potential located in Central and Eastern Europe in specialized areas, including e-commerce; InfoTech; industrial technology; media; healthcare technology systems; and clean technology.

About KupiMe

[KupiMe](#) was founded in June 2010 by Vanja Sertić, who has successfully founded and grown several companies, including www.moving-board.com, an alternative advertising company. Vanja Sertić also founded the Moving Screen Company that covers the pharmaceutical market of Serbia, which was later sold to B1 plakati, the largest regional company specializing in indoor advertising. KupiMe operates group buying sites in southeastern Europe. It creates local e-commerce marketplaces that enable merchants to increase sales and acquire new customers by offering discounted goods and services to consumers as an alternative to traditional advertising.



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