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## MARONDO INVESTS IN OXID ESALES

Sustainable growth financing: The investment company Marondo Capital joins the Freiburg e-commerce platform provider OXID eSales.

**Freiburg, April 29, 2019** - The investment company Marondo Capital, headquartered in Munich and Stuttgart, acquires shares in the e-commerce platform provider OXID eSales from LBBW Venture Capital, Kreditanstalt für Wiederaufbau (KfW) and Mittelständische Beteiligungsgesellschaft Baden-Württemberg (MBG). At the same time Roland Fesenmayr, Co-Founder and CEO of OXID eSales AG, is expanding his existing investment and acquiring further shares from founding shareholders.

Hansjörg Ruof, partner and co-founder of Marondo, explains the commitment to OXID:

"Marondo views OXID as a leading platform provider for the digitization of the established medium-sized business. Today, the company is already excellently positioned with well-known customers, with a high-performance integration platform for Internet-based mapping of sales channels on the one hand and integration of the supplier side on the other. OXID will continue to expand the lucrative software and cloud business in the coming years and will also establish itself abroad. We want to accompany this development in the long term."

**With a new shareholder, OXID eSales wants to expand its growth through internationalization, software and cloud business.**

Roland Fesenmayr is now the second largest shareholder of OXID after Marondo due to the acquisition of shares from the previous shareholders. He explains his strategy: "With Marondo, I am pleased to have gained a strong investor who not only has an IT and software background, but also has extensive international experience. Today we are on a very profitable growth path. We finance this growth from current income. It is a real asset to have Marondo and IBG Beteiligungsgesellschaft Sachsen-Anhalt, two very strong financing partners behind us, who can invest significantly in future development. With the new shareholder structure, we are sustainably strengthening our growth prospects".

## About OXID eSales

OXID eSales AG is one of the leading providers of e-commerce solutions and services. On the basis of the OXID platform, scalable, modular and high-quality web shops can be set up and efficiently operated in all industries, for B2B as well as for B2C. In the B2C business companies such as Bitburger, Trigema, AIDA and SCHIESSER rely on OXID. Mercedes-Benz Used Parts Center, GROB-WERKE and Murrelektronik are among those using the comprehensive solution for B2B shop operators. The modular standard software is implemented by over 150 solution partners as required. A constantly growing Open Source community provides new and market-driven impulses with which the software fully meets the demand. Webshop, mobile and point of sale (POS) cover the entire multichannel spectrum.

## About Marondo

Marondo is an innovative investment company for fast-growing, technology-focused companies of the next generation of medium-sized businesses in Germany and DACH. The fund invests in companies in the classic German engineering disciplines within the framework of majority and minority transactions. This includes the industrial sectors, software & IT, industry 4.0, environmental technologies, new materials as well as medical technology and health technologies. In addition to substantial expansion capital, Marondo offers liquidity solutions for existing shareholders. The partnership is supported by four partners with over 70 years of industry experience, 85 financed companies and several hundred transactions in the last two decades.

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