

## DN Capital leads investment into windeln.de

**London, 15 September 2010** - [DN Capital](#), a leading international media and technology early stage and growth capital investor, has led an investment in windeln.de, a baby care specialty website which will launch in September 2010. German venture capital firm High-Tech Gründerfonds also took part in the investment, and the financing round was complemented by business angels and members of the management team.

Users of windeln.de will be able to buy diapering products as well as baby food and formula, bath and skin care products and a large product range around feeding and nursing. The site will also offer many products needed during pregnancy and breast feeding, and a dedicated "bio baby" category to cater for the growing awareness and demand for organic products. windeln.de will offer more than 80 leading brands, including Pampers, HiPP, Avent, Nuk und Penaten.

**Nenad Marovac, Managing Partner at DN Capital**, comments: "The baby care market is very attractive and has proven to be a success for experienced online retailers in the US. The professional design of windeln.de, its large product offering as well as the experience and quality of the management team made our decision to invest very straightforward."

"windeln.de is positioned to become Germany's largest online shop for baby care products", says **windeln.de Founder Konstantin Urban**. "At launch, we will already offer more than 3,300 different products for the daily need of babies and mothers." **Alexander Brand, Founder and Managing Director at windeln.de**: "We are very optimistic about the launch, and we are looking forward to going live shortly. Following intensive planning and preparation, we are confident to deliver outstanding usability, fast delivery and excellent customer service."

Konstantin Urban's last position was managing director of Holtzbrink Ventures, before he founded Urban-Brand GmbH, the company behind windeln.de. Alexander Brand was previously Senior Vice President at Siemens Enterprise Communications and founded 12snap AG. Dagmar Mahnel, the third founder of windeln.de, has a background at Wrigley and Procter & Gamble. Logistics are handled by an experienced service provider in Hallbergmoos near Munich, Germany. Two seasoned web professionals, Oliver Zenglein and Carsten Jaensch, will complement the management team with their expertise in online marketing and technology.

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### About DN Capital

DN Capital is a media and technology growth capital and early stage investor with offices in London and Palo Alto. DN Capital's objective is to identify, invest in and actively support media and technology companies with the potential to be global leaders. Portfolio companies include Shazam Entertainment, Endeca Technologies, Datanomic, OLX, Digital Chocolate and Tbricks.

The professionals at DN Capital bring over 50 years of private equity experience to their investments, and actively work with portfolio companies to steward their growth through the

various stages of development. Additional information about the firm and its portfolio companies can be found on its web site, [www.dncapital.com](http://www.dncapital.com).

**About windeln.de**

windeln.de is Germany's biggest online store for baby care, offering more than 80 brands. The website launched in September 2010 with a comprehensive range of diapering, baby food and formula, bath and skin care as well as feeding and nursing products. Additional information can be found on [www.windeln.de](http://www.windeln.de)