

SOCIAL CHAIN GROUP

## Media Release

### The Social Chain Group acquires majority interest in Lumaland AG

- **E-Commerce Group specialised in Home and Living**
- **Sales exclusively with own brands**
- **150 employees**
- **EUR 50 million turnover with positive EBITDA in 2018**
- **Kofler: "With the support of social media, Lumaland will become an above-average e-commerce company in the home and living sector."**

**Berlin, 13 September 2018** – The Social Chain Group AG ([socialchaingroup.com](http://socialchaingroup.com)) acquires 51% of the shares in Lumaland AG ([lumaland.com](http://lumaland.com)). The transaction will be legally and organisationally implemented in the coming weeks. The parties have agreed not to disclose the price.

Lumaland AG is an e-commerce company specialising in home and living products. Under the Lumaland brand, the online websites successfully sell beanbags, tents, household aids for bathrooms and kitchens, bed linen, towels, napkins, juicers, baking tins and many other practical "Home and Living" products. Lumaland develops and acquires the products itself and generates its sales exclusively with its own brands. The same applies to RAVENSBERGER Matratzen ([ravensberger-matratzen.de](http://ravensberger-matratzen.de)), a company that Lumaland AG acquired 100% of in December 2017. RAVENSBERGER Matratzen is a well-known quality brand that is presented and sold in seven RAVENSBERGER stores (Berlin, Hamburg, Essen, Espelkamp, Frankfurt a. M., Stuttgart, Munich) in addition to the RAVENSBERGER Webshop. RAVENSBERGER mattresses will be available internationally in the coming months and will be marketed with an elaborate advertising campaign. Lumaland AG also owns the e-commerce company #DoYourSports ([doyoursports.de](http://doyoursports.de)), which produces an extensive range of home fitness equipment and sells it on the Internet via marketplaces and its own web shops.

Lumaland CEO Oberhof says: "With the Social Chain Group as an anchor shareholder, we can further accelerate our growth and leverage synergies in marketing our products. We see a huge potential for the brand RAVENSBERGER Mattresses and our Lumaland products in the international market. We will also consistently expand the #DoYourSports brand in the coming years. The combination with the Social Chain Group's know-how in social media and social marketing will be an important building block for our expansion strategy".

Social Chain Group CEO, Dr. Georg Kofler adds: "I am very pleased that Lumaland AG has enabled us to acquire a stake in a company that has already built up successful e-commerce brands and is thus not only generating growth, but also profits. It is particularly important for us that Lumaland generates all its sales with its own brands. This makes us independent and enables us to achieve higher margins. With our social media channels, social events and advertising agencies, the Social Chain Group will help Lumaland to become a leading e-commerce company in the home and living sector. We look forward to working together and are convinced that jointly we can write a successful company history".

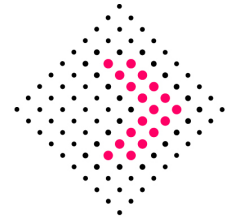


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**150 employees, EUR 50 million turnover in 2018**

Lumaland AG, headquartered in Berlin, employs a total of 150 people. For the 2018 financial year, consolidated sales of around EUR 50 million and positive EBITDA in the single-digit million range are planned. CEO Oberhof: "On the basis of the figures for the first half of the year, we are confident that we will achieve our ambitious growth targets and also operate profitably. We will continue to attach great importance to our organic growth, but are also looking for suitable acquisition opportunities".

**- Ends -**



S O C I A L C H A I N G R O U P

**About the Social Chain Group AG:**

The Social Chain Group Group ([socialchaingroup.com](https://socialchaingroup.com)) is an integrated social media company with the business areas Social Media und E-Commerce. The Social Chain Group has a total of 700 employees in Berlin, Manchester, Munich, London and New York. The Social Chain Group is expected to generate consolidated sales of EUR 200 million in 2018.

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**About the Lumaland AG:**

The Lumaland AG ([lumaland.ag](https://lumaland.ag)) is an e-commerce company specialising in the production and distribution of home and living products. The turnover is achieved exclusively through own brands such as RAVENSBERGER Matratzen, Lumaland and #DoYourSports. Lumaland AG is headquartered in Berlin. In the 2018 financial year, Lumaland AG is expected to achieve revenues of EUR 50 million with a positive EBITDA. Lumaland AG has 150 employees.

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