

PRESS RELEASE

Distribution receives seven-figure investment

Intercity bus GDS aims to enhance technology and tap into new markets

Bernau bei Berlin, 31 March 2015 – HR Ventures, the venture capital company of e-Ticketing specialist Hahn Air, and Frühphasenfonds Brandenburg are jointly investing a seven-figure amount in the Berlin-based travel tech start-up Distribution Technologies (www.distribution.com). With the investors' capital and industry expertise, the company aims to continue its rapid growth, enhance its own technology and open up additional European markets.

Fresh capital for product development and internationalization

Distribution is developing the first global distribution system (GDS) for the international intercity bus market. The fresh capital will be specifically targeted towards technical product development and the expansion of sales activities. In the coming months, several new intercity bus operators from Great Britain, France, Poland, Spain and south-eastern European countries will become integrated into the system. In addition, a booking solution that allows for direct booking of intercity bus tickets over an online interface is being developed for online travel portals and for application in stationary travel agencies.

In doing so, Distribution helps to solve two key problems within this growing industry, first by enabling the standardization of intercity bus information, and second by allowing for cost-effective linking of national and international intercity bus companies to wide-ranging sales channels within the travel industry, such as travel agencies, online travel portals and mobile apps. Thus far, Distribution is working together with 40 intercity bus companies and provides mobility portals such as Qixxit, Waymate or Coachfairer with standardized content on intercity buses.

Industry experts are backing Distribution

Helmut Stiglbauer, Advisor at HR Ventures, has over 37 years of experience in the travel industry and previously held executive positions at Lufthansa, FTI and Travelocity. He explains the investment decision: "We are especially convinced of Distribution's technology and business model. In addition, their team is very motivated, innovative and energetic. This start-up has the potential to permanently and sustainably change international intercity bus sales, and set new standards in the industry. We are excited to support the founders with our extensive industry experience as they develop their product further and tap into new markets."

Lars Michalak, a partner at bmp, adds, "The intercity bus market is growing vigorously, not only in Germany but worldwide as well, and at the same time offers a great deal of potential for technological innovation. Distribution's founders have followed the development of the German intercity bus market from the outset and have already been able to attract numerous customers for their sales solutions. This speaks to the current need within the industry and we are convinced that this rapid growth can be maintained with the new investment."

Founder and CEO Julian Hauck summarizes: "With HR Ventures, bmp and the Frühphasenfonds Brandenburg on board, we are very excited to gain

Distribution
Simplifying Intercity Bus Distribution

Frühphasenfonds
Brandenburg

ILB



bmp



experienced investors for our mission. With their support, we can now expand into additional European markets. Being the venture capital company of Hahn Air, HR Ventures boasts extensive industry experience and holds great expertise with distribution systems and we are certain to benefit greatly from their support.”

About HR Ventures:

HR Ventures (www.hrventures.de) is the venture capital company of the Hahn Air group based in Dreieich, near Frankfurt am Main, Germany. Founded in 2012, HR Ventures focuses on early-stage investment in cutting-edge and scalable technologies.

About BFB Frühphasenfonds Brandenburg GmbH: BFB Frühphasenfonds Brandenburg GmbH (Frühphasenfonds Brandenburg) invests in young, innovative companies in the state of Brandenburg, with the goal of strengthening these companies' equity base in their early stages. The fund, which has €25 million in capital, was designed and built by the Investment Bank of Brandenburg (ILB) on behalf of the Ministry of Economy and European Affairs of the State of Brandenburg (MWE). The funding capital is provided by the European Regional Development Fund (ERDF) (75%), the budgetary resources of the state of Brandenburg (20%) and by bmp Investment Management (5%). Bmp (www.bmp.com) is tasked with the management of the fund. The fund's current portfolio includes a total of 24 companies from the state of Brandenburg. (www.fruehphasenfonds-brandenburg.de)

About bmp:

With a background of experience encompassing more than 120 investments in almost every technological segment, and more than 50 exits in the form of IPOs and trade sales, bmp Investment Management AG ranks among the most experienced venture capital investors in Germany. In addition to the BFB Frühphasenfonds Brandenburg, bmp Investment Management AG also manages the market-listed bmp Media Investors AG (ISIN DE0003304200). (www.bmp.com)

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