

asgoodasnew electronics GmbH to receive two-digit million investment

23.01.2015

New and existing investors are strongly convinced by the business model of Germany's market leader for high quality refurbished consumer electronics.

The asgoodasnew electronics GmbH has just received more than 11 million Euro of new equity in the recently finalized investment round.

The German enterprise is running the internet portals asgoodasnew <http://asgoodasnew.com/> and WIRKAUFENS <http://wirkaufens.de/>. The asgoodasnew promise to its customers is as simple as convincing: 3 x 30! Prices up to 30 percent cheaper, with 30 day right of return, and the unique warranty of 30 months - also covering all Apple products like iPhones, iPads and MacBooks. This 3x 30-value proposition for asgoodasnew devices is unique in the German market.

By this latest transaction, asgoodasnew has gained two well-respected new investors: MVP Munich Venture Partners and MCI.TechVentures, managed by MCI Management (the largest Venture Capital fund in CEE based in Warsaw). At the same time, the existing investors Ventech, PDV, ILB and SevenVentures stressed with their new funds impressively their continuing strong commitment to the company.

“Under the leadership of CEO Daniel Boldin, the position of asgoodasnew has reached a new level. This was key to manage a successful fundraising. With the new growth financing asgoodasnew will continue its success story and its positive business development in the next years”, Claire Houry, partner of the French lead investor Ventech SA, is convinced.

Walter Grassl, managing partner at Munich Ventures Partners, recognizes that *“this funding is creating the best conditions for asgoodasnew to enlarge its market leadership in high quality refurbished smartphones, tablets, cameras and notebooks.”*

„We believe in the enormous potential of e-commerce business for smartphones and tablets. We have chosen asgoodasnew for their convincing strategy and remarkable executive team able to build the largest global player in this segment. MCI is excited to support asgoodasnew with its marketplace experience on its path for growth”, confirms Tomasz Danis, Investment Partner at MCI Management.

Daniel Boldin, CEO of asgoodasnew, comments on the successful funding: *“I am deeply impressed by the trust that the existing shareholders have demonstrated with their significant additional funds. That now also two new highly respected funds have invested in the company encourages us in our business strategy and our unique selling proposition, which matches the pulse of our times.”*

The transaction was successfully supported by Clipperton Finance.