

Helix Ventures Partners FIZ signs another investment agreement

17.08.2010

Helix Ventures Partners FIZ signed an agreement by which assets of the Fund will be invested in the eBroker.pl project - a financial comparison website.

Financial comparison engines are a relatively young, but dynamically developing trend of online services. The offer of loans and insurance available on the market is so extensive that the customer, who is the target of the proposed Financial Services, finds it very hard to find the most suitable offer by himself.

“eBroker.pl is a project which is profitable despite having functioned on the market for only one and a half years. Looking at the markets of developed countries, we can assume that during 2 - 3 years financial comparison websites will have a significant share in the market of financial services. The company has developed a broad array of services and created the right tools to conduct its business. We want eBroker.pl to become the leader of our Region in the segment.” - said Małgorzata Walczak who manages the HVP Fund.

eBroker.pl compares the products of over 40 financial institutions. Every day, the eBroker.pl team of advisers analyses the offers of financial services available on the market and inputs the data into the computer system which enables a comparison against over 200 parameters. The emphasis here is put on reliability, objectivity and credibility of the presented information. Thanks to this, the user can choose an offer which is most beneficial for him. The users of eBroker.pl save time and money by instantly comparing thousands of products. The patronage of institutions acting on behalf of clients and consumers (among others the Polish Chamber of Commerce) acts as a confirmation of the propriety of the adopted methodology and the credibility of information. Additionally, an independent analysis found a 99% congruence with the actual calculations of banks. The eBroker comparison engine is used by, among others: wp.pl, onet.pl, gazeta.pl and many other web portals as well as banks and financial

institutions, which see the potential in the group of aware customers using the Internet. In one of the banks as much as 8% of sales are generated thanks to eBroker.pl.

“Thanks to the cooperation with HVP we will introduce new solutions which for the portals and publishers we cooperate with should translate into an either better monetization and draw market-aware customers to the banks. Acquiring HVP as a partner for further developing eBroker will enable us to realize the strategy of developing our company at a much quicker pace.” – said Paweł Ślowski, President of the Board.

Helix Ventures Partners FIZ

HVP FIZ is an investment fund managed by MCI Capital TFI SA. The fund is assumed to operate for a period of 10 years. The estimated value of a single transaction will be up to 1.5 million EUR. HVP FIZ is a Venture Capital fund and its strategy assumes investments in projects at early stages of development in the areas of Internet, software, mobile technologies and electronics. The fund's capital is intended for capital financing of small and medium Polish companies, especially innovative ones, with a high growth potential, which however due to the relatively small size of investments have trouble raising financing. The HVP Fund was created for the purpose of helping entrepreneurs who have found themselves in this situation.