

MCI invests in 21Diamonds – leading online store offering custom-made jewelry

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MCI Management S.A. (MCI), the leading *private equity* group in Central Eastern Europe has signed an investment agreement with 21Diamonds, a German company operating an online store offering personalized jewelry. The Ventech fund and Edipresse media group also joined 21Diamonds' previous investors – Rocket Internet and Holtzbrinck ventures.

MCI management consequently pursues its investment portfolio development strategy in e-commerce and geographical diversification. 21Diamonds has operations in Europe, Brazil, India and the United States building its position on the global market.

“Our strategy assumes focusing on the most dynamic segments of the e-commerce market. The global jewelry and watch market is worth more than EUR150 billion with online sales still at early stages of development and a high potential for growth. We believe the business model of 21Diamonds and competence of the managing team with support from us and other investors will enable the company to build strong position on this market.” – said **Sylwester Janik**, partner at MCI Management S.A.

So far, 21Diamonds has raised over EUR4 million in financing through several rounds of fundraising from such investors as Rocket Internet, Holtzbrinck Ventures and RI Digital Ventures. The EUR5 million raised from new investors, including MCI Management, will be used to realize the development plans of the company through entering new markets, improving usability of the website, building brand awareness and expanding the assortment of offered products.

“We are pleased to welcome such renowned investors as MCI, Ventech and Edipresse as our shareholders. Broad expert knowledge and extensive experience of our three partners in connection with their different industry experience will help us attain our ambitious goals. We are happy we will be able to work together.” – comment

Moritz Werner and **Josef Biller**, Managing Directors at 21Diamonds.

About 21Diamonds

Established in 2011, by Josef Biller and Moritz Werner, it is an online jewelry store offering the widest selection of models, jewels and precious metals. Its offer includes, among others, rings, jewelry, necklaces, earrings as well as jewelry for special occasions - Valentine's Day, First Communion, wedding and engagement. 21Diamonds lets you design your own jewelry by choosing your favorite model, jewel and metal. Furthermore, the website gives access to carefully selected collections of brand-name jewelry.