

# Online auction house Auctionata closes €42 million funding round

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The online auction house Auctionata completed its series C financing round with a total new investment of €42 million (US \$45 million). The round is led by stock-listed MCI Management from Warsaw. Auctionata also welcomes Hearst Ventures from New York, leading growth investor Kreos Capital from London and Yuan Capital from Hong Kong as new investors. All existing investors participated in the round, among them Earlybird, eventures, Kite Ventures, Raffay Group, TA Ventures, Bright Capital, REN Invest and Holtzbrinck Ventures.

In 2015, the core focus of Auctionata will be on profitability. The funding will be used to further grow leading auction categories like Watches, Classic Cars, Wine, Jewelry, Design, Contemporary Art, Fine Art, Antiques and Asian Art, to prepare the launch of new categories such as Musical Instruments and Memorabilia, Architectural and Garden, Diamonds and Luxury Real Estate, as well as to further develop the livestream auction format and to grow the global seller and buyer base in general.

Auctionata's founder and CEO Alexander Zacke explains: "Since the launch of the weekly live stream auctions in May 2013, Auctionata has grown considerably and has successfully positioned itself among the global leaders for online auctions of art, antiques and luxury collectibles. In the future Auctionata will focus on efficient growth and thereby lay the ground for both organic and non-organic category and geographic expansion."

Sylwester Janik, Partner at MCI comments: "We are excited to back Auctionata's ambitious growth plans. The company is an excellent example of what we look for in our investments: a disruptive business model combined with a high quality team and a leadership with strong industry experience."

Auctionata's advisor on this growth funding round was the international investment

bank GP Bullhound.

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## **About Auctionata**

Auctionata brings the world of unique works of art, antiques and luxury collectibles to the internet via its frequent livestream auction broadcasts from locations in Berlin and New York. Users from all over the world bid in Auctionata's live stream auctions at any time, from any device and from wherever they are located. Auctionata also offers the typical services of a traditional auction house online via its website: Valuation, authentication, curation, auction and all related services including a full authenticity guarantee. Potential sellers benefit from the free and non-binding online valuation, which gives a first quick perspective on potential auction results. Auctionata professionals and its global network of over 300 experts from +40 countries ensure a proper assessment and authentication of each object that goes to auction. The spectrum ranges from paintings, prints, sculptures and antiques to furniture, design objects and porcelain, to watches, jewelry, wine and even classic cars. The company was launched by Alexander Zacke (CEO) and Georg Untersalmberger (CTO) in 2012 in a hotel room in Berlin. Today Auctionata operates globally with full-service locations in Berlin and New York, as well as offices in London, Zurich, Rome and Madrid. The company recorded total net sales of 31.5 million Euro in 2014, and 12.5 million Euro in the first quarter of 2015.