

## **Prolupin Announces Growth Financing Round led by 7Life GmbH a subsidiary of ProSiebenSat.1 Group**

Grimmen May 8 2018

Prolupin, the innovative plant-based protein company based in Grimmen, Germany, today announced the first closing of a double digit growth financing round which will enable the company to reach profitability. After doubling their revenues on a yearly basis since market introduction of its Made with LUVE brand in 2015, the new financing will allow Prolupin to address the mass market for further growth. The round was led by 7Life GmbH, a subsidiary of ProSiebenSat.1 Group which is one of the most successful independent media companies in Europe. The round was joined by PESCH, an investment company of a German Single Family Office with its heritage in the fast moving consumer goods sector as well as existing investors eCAPITAL, Munich Venture Partners and Tate & Lyle Ventures. The equity part of this first closing was accompanied by debt and subsidies to significantly expand the production facilities.



The 7Life investment brings a broad mix of media resources to Prolupin as it seeks to grow its Made with LUVE brand of purely plant-based non-dairy yoghurts, milks, ice creams and cream cheeses on the European market.

Malte Stampe, CEO of Prolupin commented “the addition of 7Life and PESCH to our team will enable us to accelerate the growth of the Made with LUVE brand. The TV support we are now able to deploy over the coming years will put the Made with LUVE brand centre stage for consumers aiming for a healthy, sustainable lifestyle.”

Reiner Kuester, Chairman of the Supervisory Board said “We are delighted to welcome 7Life and PESCH and the expertise they bring to the board. This investment from industry experts further validates the potential of Prolupin to become a major player in plant-based foods.”

Juergen Reichle, General Manager of 7Life GmbH added “We were attracted by the potential of the Made with LUVE brand to become a leader in the field of healthy plant-based foods and believe that our media resources can help position the brand firmly in the mind of the consumers.”

End

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**About Prolupin:** Prolupin is a spin out from the Fraunhofer-Institut für Verfahrenstechnik und Verpackung (IVV) in Munich with deep scientific expertise and a patent protected process for producing protein isolates from lupines. The company produces and markets a range of purely plant-based non-dairy alternatives to yoghurts, milks, ice creams and cheeses to address the growing demand for tasty plant based foods for consumers focused on health and sustainability. For further information contact Malte Stampe, CEO at [ms@prolupin.de](mailto:ms@prolupin.de) or [www.prolupin.com](http://www.prolupin.com)

**About 7Life:** 7Life GmbH is a subsidiary of ProSiebenSat.1 Group that focuses on partnerships with consumer businesses. ProSiebenSat.1 Group is one of the most successful independent media companies in Europe with a strong lead in the TV and the digital market. In 2017, the German media group increased revenues to over four billion euros. Find more information under <http://www.prosiebensat1.de/en>

**About PESCH:** PESCH is an investment vehicle of a German Single Family Office. The roots trace back to a market leading German Consumer Brand within FMCG that is still operated by the family.

**About eCAPITAL:** eCAPITAL entrepreneurial Partners AG is a Münster-based alternative investment fund manager (AIFM) in accordance with EU-directive EuVECA. As a leading German venture capital firm, eCAPITAL has supported innovative entrepreneurs in future-oriented industries since 1999. The firm focuses on rapidly growing companies in the areas of Software / IT, Cleantech, Industry 4.0 and New Materials. Currently, eCAPITAL manages six funds with a total of 220 million euros under management. Find more information under [www.ecapital.de/en](http://www.ecapital.de/en)

**About Munich Venture Partners:** Munich Venture Partners (MVP) is the high-tech venture capital specialist based in Munich, and one of Germany's largest. As an independent venture fund, MVP concentrates on investments for leading-edge start-up companies with Transformative Technologies, which will fundamentally transform established value chains. The investment focus is in Europe and on a select basis, beyond. Relevant sectors include: IoT, Mobility, Energy, Advanced Materials, AI, and Robotics. MVP was founded in 2005 and is part funded by the European Union and its Competitiveness and Innovation Framework Programme (CIP). Read more at [www.munichvp.com](http://www.munichvp.com)

**About Tate & Lyle Ventures:** Tate & Lyle Ventures is a food tech focused venture capital fund backed by, but independent from, Tate & Lyle the global food ingredients company. The fund is focused on investing in high growth companies in the areas of food sciences and technologies to help consumers stay healthy. For further information contact Simon Barnes, Managing Partner at [simon.barnes@tateandlyleventures.com](mailto:simon.barnes@tateandlyleventures.com)