**PRESS RELEASE**

## **To conquer the world with avatars - Hasso Plattner Ventures and Partech invest again in Smeet**

**Berlin, June 23rd 2010 – Nearly 10% of Germany’s teenagers use the Smeet communication platform. The success within this age group and Smeet’s positive international development has convinced the investors from Hasso Plattner Ventures and Partech to continue and increase their investment.**

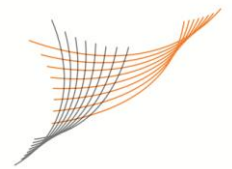
Smeet is a virtual world with aspects of social gaming. Users can create their own avatars and rooms as well as explore the different worlds. At the same time they can communicate with other users via text and voice chat, watch YouTube-videos together, compete in various minigames and collect points to reach higher levels.

Hasso Plattner Ventures has been financing the company since the end of 2006. In May 2010, Hasso Plattner Ventures completed another financing round together with Partech amounting to a seven digit figure. Eran Davidson, CEO of Hasso Plattner Ventures, *"Smeet’s juvenile target group is particularly hard to please and expects innovations on a regular basis. Smeet continuously increases its user numbers, which proves the product’s high appeal and versatility. We trust that there will be further success."* Andreas Schlenker, Partech, reaffirms the renewed investment by saying, *"We re-invest in Smeet, because after a strong start, we see tremendous growth potential based on the enormous innovative strength, the good management and the potential for a highly profitable and international business model."*

Young adults in France, Italy, Greece, Poland, Spain, Great Britain and Latin America enthusiastically use Smeet and thousands of new users register every day. During the past nine months, Smeet was able to record notably high growth. Strategic partnerships with big European social networks such as Netlog, Zoo and Fotka accelerated global development.

Positive development as well as the potential for further growth has reassured investors to refinance. Smeet will use the financing to further develop the product and make the virtual world more attractive to customers. In addition, Smeet’s global development plan will focus on enhancing the current markets and expanding to new markets.

On the 30th June, Hasso Plattner Ventures will host the *Annual Entrepreneurship Forum* in Potsdam and also present a live example of the Smeet platform. The topic will be *"China - a Threat or an Opportunity"* and it is expected that more than 250 high-ranking professionals and speakers will be in attendance. Among them Jürgen Fitschen (Deutsche Bank) and O Koo (Noether Associates), as well



as 12 year old Felix Finkbeiner, who aims high with his initiative "Plant for the Planet": to plant one million trees in every country. On the occasion of the Soccer World Cup John Farnworth, World Champion in Freestyle Soccer is expected. He will also be interviewed live on Smeet and afterwards be available for a chat.

Please find more information on: [www.hp-ventures.com/events](http://www.hp-ventures.com/events).

### **About Hasso Plattner Ventures**

Hasso Plattner Ventures Management GmbH was founded in July 2005 in Potsdam near Berlin. As a venture capital company, Hasso Plattner Ventures takes a minority stake in start-up businesses and supports them in accessing international markets. The main emphasis lies in investing in the segment of information technology. In 2008 a second fund was created which has widened the focus to include Cleantech as well as firmly established companies. SAP co-founder Prof. Dr. h. c. Hasso Plattner supplies the lion's share of investment capital, followed by InvestitionsBank Brandenburg and CMEA Capital, Shai Agassi and Arnon Katz. The VC Company's portfolio encompasses now eighteen businesses.

### **About Partech**

Partech is a venture capital firm with a focus on high-growth opportunities in internet and information technology companies. Specific areas of investment include e-commerce, digital media, software, components and energy optimization technologies.

Partech is one of the most established management teams in the European venture capital arena and has a long standing history of helping young companies expand internationally. Their global way of thinking has been successfully applied for nearly 30 years. Many of their 100+ portfolio IPO and M&A exits include global companies and transatlantic success stories: Alvarion (ALVR), Apsylog (PRGN), Akimbi Systems (VMW), Ascend Communications (ASND), Business Objects (BOBJ), Cadence Design (CDNS), Cartesis (SAP), Digital Island (ISLD), Fluxus (BT), Informatica (INFA), ISDnet (CW), Jungo (NNDS), Meiosys (IBM), Pentasafe (NTIQ), Q-layer (JAVA), Quinstreet (QNST), Verifone (PAY), Vignette (VIGN), and Visicu (EICU).

For further information, visit: [www.partechventure.com](http://www.partechventure.com)

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