

VNV Global invests SEK 200 million in Bokadirekt, Sweden's leading health and beauty platform

VNV Global AB (publ) ("VNV Global" or the "Company") today announces it is leading a SEK 300 million investment round in Bokadirekt with a SEK 200 million investment. Funds managed by Sprints Capital Management is also participating in the round. The transaction is expected to close during December 2021.

Bokadirekt is Sweden's leading health and beauty platform and its marketplace allows consumers to discover more than 24,000 health & beauty experts, make real-time bookings, and pay for services. For merchants, Bokadirekt's innovative platform facilitate seamless online bookings, scheduling, and payments acceptance, reducing administration and increasing time spend with the end consumer. Every month, more than 13,000 merchants use Bokadirekt's subscription-based business software to manage their operations and more than one million end consumers discover, book, and pay for appointments through Bokadirekt's marketplace.

Bokadirekt's co-founder and CEO Christian Fricke, comments:

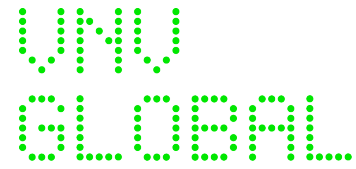
"We want to leverage our unique position in Sweden and accelerate the development of our end-to-end product offering from discovery to conducted service for both consumers and merchants. We want to fill even more seats by further reducing the friction for end consumers in the booking process and enable merchants to spend more time with their consumers through a seamless administration system."

VNV Global's CEO, Per Brilioth, comments:

"Bokadirekt is an exciting business with strong network effects and a team that has built products that enable service providers to automate and seamlessly manage daily schedules, appointment bookings, online and offline payments, payroll and inventory. We can't wait to follow Bokadirekt's growth after this funding round and we are thrilled to partner once again with Sprints Capital."

For further information please contact:

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About Us

VNV Global is an investment company with the business concept of using experience, expertise and a widespread network to identify and invest in assets with considerable potential for value appreciation. The company has a special focus on online marketplaces and businesses with strong network effects. The common shares of VNV Global are listed on Nasdaq Stockholm, Mid Cap segment, with the ticker VNV. For more information on VNV Global, visit www.vnv.global.

Attachments

[VNV Global invests SEK 200 million in Bokadirekt, Sweden's leading health and beauty platform](#)