

EPTI's online pharmacy Apotekamo raises SEK 26.5 million - Bosnian football legend Hasan "Brazzo" Salihamidžić becomes new major shareholder

EPTI AB (publ) portfolio company Apotekamo today announces a completed financing round of SEK 26.5 million on a pre-money valuation of SEK 152 million. Subscribers are both existing and new shareholders, including Angelgate AG and the former Bosnian professional footballer and current sporting director of the Bundesliga club FC Bayern Munich, Hasan "Brazzo" Salihamidžić. Salihamidžić becomes Apotekamo's third largest owner and will support the company in various marketing activities. EPTI invests a total of SEK 5 million, whose holding in Apotekamo amounts to 42 percent of the votes and capital after the completion of the financing round.

"We are pleased to continue to support Apotekamo in its growth journey. The company is a typical EPTI case where we are involved in launching, developing and upscaling a niche player on a digitally immature market. Apotekamo has made great operational progress over the past year and has seen strong growth in both returning customers and orders. We are happy and proud to have Hasan Salihamidžić on board, an internationally recognized football personality that will contribute to increased visibility", says Arli Mujkic, CEO and founder of EPTI

Apotekamo is a leading online pharmacy focusing on Southeast Europe. In addition to a comprehensive range of both over-the-counter and prescription drugs, the company provides digital services regarding order processing and payment solutions for external suppliers on Apotekamo's platform.

In the new financing round of SEK 26.5 million, the Bosnian football icon Hasan "Brazzo" Salihamidžić becomes Apotekamo's third largest owner. Salihamidžić has a long career in international professional football and has represented clubs such as FC Bayern Munich and Juventus FC. He is currently the sports director of his previous club FC Bayern Munich.

"I am very impressed by Apotekamo's fast growth and its management. The company has a proven concept in other markets, so it is only a matter of time before the same applies to the rest of Europe. I see a great opportunity in strengthening the healthcare market in my home region and look very much forward to support the company in various marketing activities", says Hasan Salihamidžić

Apotekamo was first launched in Serbia, and expanded to Bosnia and Herzegovina during the first quarter of 2022, following the acquisition of a local pharmacy. The newly raised capital is intended for further geographical expansion, marketing activities, and development of the company's logistics solution during 2022.

"We are delighted with the trust from existing and new investors, especially given the current market climate and the geopolitical situation. It feels great that we find common ground on our vision to do good for the society and at the same time become the leading online pharmacy in Southeast Europe. During the first half-year period of 2022, Apotekamo increased its order intake by 740 percent compared with the corresponding period last year. Finally, we are of course happy to welcome Hasan Salihamidžić as new major shareholder in the company", says Srdjan Milic, CEO, Apotekamo

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About EPTI

EPTI invests capital and operational support for companies, entrepreneurs and founders to build market-leading innovative companies under the motto "We Empower Innovation". As a venture builder, this is done by adding experience from other founders, capital, resources, processes, state-of-the-art technology as well as commercial execution and marketing. EPTI also starts companies and joint ventures with driven co-founders and companies. The companies in EPTI's portfolio are in the segments Gaming, Fintech, Marketplace, SaaS and Core. Since the start in 2017, a portfolio of more than 25 companies has been built up, of which the majority-owned companies comprise a total of approximately 200 coworkers in eight countries around Europe. EPTI is more than an investment company, it is partly an investment company and partly a service company. A venture builder for founders, by founders.

For more information, see EPTI's website www.epti.com

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Attachments

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