



CREATHOR
VENTURE

ShopShare

Press Release

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CREATHOR VENTURE invests in ShopShare, the leading European provider of Social Media Commerce Software

Austria-based ShopShare GmbH secured a seven-digit funding from Creathor Venture to further develop and market its social media commerce software. ShopShare's basic product is a fully-fledged, "native" Facebook shop system, featuring all interfaces to relevant web shop solutions. It is already used by more than 1,000 customers worldwide, including top brands like JOOP!, Johann Lafer and Redcoon. ShopShare will use the funding to build a comprehensive solution for sales and marketing of products and services within internet social media, such as Facebook or other community platforms, for example through execution and tracking of viral deal campaigns. As the leading European social commerce software provider, ShopShare especially offers a solution for European companies, which meets the distinctive requirements of local (legal, tax etc.) as well as international markets.

"Creathor's investment puts us in the position to realize our ideas and create innovative products", sais Hendrik Maat, CEO of ShopShare. "We were looking for a partner who does not only provide money, but also contributes actively to shaping ShopShare's future – something we found in Creathor", he adds.

In parallel, ShopShare develops additional products for social commerce, such as "SupportTab", a tool to process support requests on Facebook sites, or "iFrameWrapper" which effortlessly brings web content onto Facebook. The Wrapper is especially popular among Facebook developers and already executes about 50,000 content requests per day, for example of Hollywood blockbusters such as "Hangover" or the cult band "Black Sabbath".

“We were immediately impressed by the existing ShopShare product and the team’s tremendous social media expertise”, comments Christian Stein, Investment Manager at Creathor Venture. “ShopShare will create a comprehensive and platform-independent sales tool for social media, optimally utilizing virality and the Social Graph. The existing shop solution is already pretty amazing, but it is just the beginning.”

About Creathor Venture

CREATHOR VENTURE manages funds of over 150 M Euro in total and invests in technology-oriented companies and entrepreneurs from the area of IT, telecommunication, media, new materials, nanotechnology, clean tech and life science. The management team at Creathor Venture includes the founder of former Technologieholding, Dr. Gert Köhler, as well as Ingo Franz and Karlheinz Schmelig. With 25 years of experience in the venture capital market, Creathor has been acting as lead investor for more than 200 companies, participating in over 20 IPOs and numerous trade sales. In the past, Creathor has achieved fund returns significantly above average. Investors of the current fund Creathor Venture III include the European Union’s “Competitiveness and Innovation Framework Programme” (“CIP”), fund-of-funds, family offices, entrepreneurs as well as Creathor’s team.



About ShopShare

ShopShare is not the first pioneering work of Hendrik Maat and Gerhard Vorster, CEO and CTO of ShopShare. Since 2009, they have successfully worked on professionalizing and monetizing social media.

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