

**'Creativity is intelligence having fun' (Albert Einstein)**

**Dear Shareholder/s!**

This is a special moment for us – our first joint letter to our shareholders. We think it's important that everyone who invests in New Value AG understands what our vision is, and why we do the things we do. Transparent communication with our stakeholders – within the framework of a listed company, of course – remains key for us. Transparency creates trust and trust is the foundation of every sustainable relationship.

As well as outlining our belief in transparent communication, in this letter we wanted to reflect on the key milestones New Value AG has reached so far.

Our first milestone this year was the capital increase, agreed at the Extraordinary General Meeting on April 16 and executed on 19 May 2021. This was carried out by issuing fully registered shares against contribution in kind. As we indicated, these new registered shares are not currently listed on the stock exchange. More details about the capital increase [here](#)

### **Signing of investment agreement and acquisitions**

At New Value AG, we are inspired by creativity and technology. We believe that creativity should be at the heart of every business. It is essential to new businesses and it sustains the best companies once they have reached global scale. It is a vital success factor which helps companies stay ahead.

We have broadened the investment portfolio of New Value AG by acquiring shares in:

- **EyeEm GmbH, Berlin** (pending final completion), a leading international photography marketplace;
- **Jovoto GmbH, Berlin** (100% stake), an online marketplace for creative services and ideas;
- **Talenthouse IP LLC, USA** (100%), which holds all rights and associated assets of the Talenthouse.com platform; as well as equity and debt in
- **TLNT Holdings SA, Luxembourg** (50.5% of the Series A and 2.22% of the Series B), which itself holds the operations of **Zooppa.com** and **Ello.co**, online platforms for creative professionals.

We signed an investment agreement with the shareholders of **EyeEm Group GmbH**, based in Berlin, to acquire 100% of shares in EyeEm, an online photography platform with a global community. As you will be aware, this acquisition will mainly take place through the issuance of New Value shares in the context of a capital increase which is still to be approved by our next Extraordinary General Meeting on 18 June 2021, and is subject to approval by the shareholders of New Value AG.

With these investments we see tremendous potential. We are harnessing a vast community of creatives, with their ideas and services, to connect them with leading brands on our Platforms, marketplaces and online services. The global reach of our portfolio companies is one of our most salient assets which is beautifully reflected in the article [here](#).

These milestones also reflect our principle of private equity investments with active value management, and the aim of further developing our company to increase its value.

We believe that focusing on investments in companies with digital business models with creativity, transparency and technology generates long-term value for our shareholders as well as the employees and business partners of our portfolio companies. In this we rely on your continued trust, which we aim to earn through consistently transparent communications.

We are thrilled about what has been achieved so far. This was only possible thanks to your support, trust and patience, as well as the great commitment of our employees. We are looking forward to the months to come where there remains a lot of work to bring focus to this vision.

Warm regards,

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