



FirstCapital advises on the sale of DeepAR to Zalando

Press Release

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LONDON, England.

FirstCapital is pleased to announce that it has advised on the sale of DeepAR to German e-commerce giant Zalando. DeepAR is a deeptech company based in the UK, specialising in 3D content and Augmented Reality (AR) Commerce. DeepAR offers an end-to-end solution for 3D asset creation, optimisation, and implementation for a wide suite of applications including automated content generation, 3D viewer and virtual try-on via its ShopAR platform. Clients include Jimmy Choo, Versace, Vivobarefoot, Katy Perry and Graff.

Zalando is one of Europe's leading online platforms for fashion and lifestyle. It has a strong commitment to creating a higher quality, more inspirational, engaging and informative shopping experiences, and has been pioneering different 3D initiatives, such as 3D product representation in images, videos and campaigns and its virtual fitting room. This acquisition of DeepAR, which will remain an independent company within the Zalando group, will accelerate Zalando's 3D roadmap via the production of 3D assets and elevated content at scale, as well as enabling implementation of 3D experiences across the Zalando platform.

George Berkowski, CEO and founder of DeepAR said "FirstCapital was a brilliant partner from beginning to end. They led a thorough market research process, engaged potential buyers quickly, and led a super professional process. They are relentless and indefatigable. I consider them an ideal partner for deeptech companies who need an

M&A partner with deep experience and the ability to think creatively.”

Hazel Moore, chair and co-founder of FirstCapital said “There is a strong strategic fit for this acquisition and it is a great example of our SMART dealmaking process, with a win-win for all parties. We’re looking forward to DeepAR and Zalando together driving truly innovative and immersive experiences for e-commerce consumers in Europe.”

About FirstCapital

FirstCapital is an investment bank providing smarter dealmaking advice to high growth technology companies in Europe. With offices in London and Silicon Valley, we advise software, internet and digital media and tech-enabled services companies on strategic M&A, private equity and growth capital funding transactions.

See www.firstcapital.co.uk for more details.



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