

Mediaset España becomes a shareholders of La Nevera Roja, a leading take away food internet site in Spain

La Nevera Roja has closed a new round of funding for € 6,000,000 led by Next Chance Invest and Ad4ventures, the venture capital unit of Mediaset España.

The company generates the catering industry around 25M € per year, figures that place it as a reference for online food based in Spain with a growth of 5% per week after 30 months of activity.

The business plan includes La Nevera Roja consolidating its leadership in the Spanish market and its expansion into international ones.

Madrid, July 2, 2014 - Ad4ventures, *venture capital* unit of Mediaset España, was created last year with the objective of investing through agreements "media for equity" (sale of advertising space in exchange for stock) in young companies with high growth potential and belonging to the digital technology industry, has entered as a new equity partner in [La Nevera Roja](#) , take away food internet leader in Spain.

La Nevera Roja, who, with the arrival of Mediaset España have carried out a capital increase by its major shareholders, including the Next Chance Invest Financial Group, has developed a growth plan for the next two years which includes the consolidating its leadership in the Spanish market and its expansion into international markets.

"At this time, the company hopes to get one of every three takeaway orders made in Spain, doubled the supply partner restaurants to 12,000 and improve the technological proposal provided to the hoteliers at the point of sale," said José del Barrio, president and co-founder of the La Nevera Roja. At present, La Nevera Roja generates the catering industry about 25 million euros per year, figures that place it as a reference for online food based in Spain with a **sustained growth of 5% per week** after just 30 months of activity.

"The fact that a company such as Mediaset España with its prestige and importance of has decided to invest in La Nevera Roja is a huge support for us, but also a strong commitment to continue to maintain the same level of demand and service attitude . Mediaset España's entry, fully supported by the rest of the partners will allow us to further develop our business vision with confidence and a peace of mind that a premier investment group brings. In addition, its audiovisual leadership in Spain will play a key role in the strategy of increasing our client base for the coming years," explains del Barrio.

Toni Moreno, head of Ad4ventures Mediaset España said that ***"La Nevera Roja is a leading company in Spain which we wanted to join because we are convinced of its potential for growth, as they have been showing from the beginning of their activity."***

About La Nevera Roja

La Nevera Roja is an innovative Spanish platform that allows for online orders for food to be delivered at home . It currently has more than 6,000 restaurants added on the

web, and over 3,500 partner restaurants to place an order for delivery via the internet without entailing an initial investment by the restaurateurs. La Nevera Roja offers hoteliers a new line of income without an initial investment. Furthermore, in those cases in which the restaurant does not have a delivery service, the platform offers a comprehensive logistics service. More than 600 Spanish locations already have the food delivery service available which is leading in the Spanish market.

Since it was founded in late 2011 by Iñigo Juantegui and José del Barrio, ex - consultants at PwC, La Nevera Roja has had the support of entrepreneurs and prestigious institutions. Thus, in 2012, the venture capital fund, La Caixa decisively decided to invest in the company. Subsequently it also received the support of entrepreneurs, business angels and investment funds, including Next Chance Invest belonging to renowned businessman Nicolas Luca de Tena; Juan Carlos Usandizaga, expresident of IBM; Paul Juantegui CEO Telepizza and Eduardo Díez Hochleitner, VP 20 Minutes, among others.

About Ad4Ventures / Mediaset España

Ad4ventures is an initiative focused on venture capital agreements "media for equity" created in 2013 by Mediaset Italia and Mediaset España with the objective of investing in young national and international companies with high growth potential and belonging to the digital and technological sector with distribution and consumption activity, offering all its experience in the market to promote their development in the medium and long term and outline effective communication and promotion plans in all media on television and the Internet.

Ad4ventures concentrates its investments in both companies already created that have a good market positioning, competent management teams and proven business models, and companies at an early stage in its operations whose business plans show clear opportunities for value creation.

Mediaset España, listed at the IBEX 35 Index company, is the leading Spanish media group and the company's most profitable national media. It brings together a family of channels with a wealth of targets formed by Telecinco, Cuatro, Factoria de Ficción, Boing, Divinity and Energy. It is also the audiovisual group with the most internet traffic from its various channels, the success are Divinity.es, Cuatro.com, Telecinco.es-website leader from the televisions-and the content platform Mitele.es.



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