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Press information

Vorwerk Ventures: Venture capital investments in the direct-selling industry

Wuppertal, 5 June 2007 - Vorwerk Direct Selling Ventures is an independent investment entity within the Vorwerk Group, investing venture capital in young, innovative direct-selling companies. Vorwerk Ventures' investment approach combines the dynamic growth of young, innovative companies with the strong financial position and the extensive direct-selling expertise of the Vorwerk Group.

Vorwerk Ventures has a unique investment approach, focusing on rapidly growing companies that sell their products and services directly to their customers, either through person-to-person direct sales or via channels such as the Internet, catalogue sales or home shopping. Vorwerk Ventures uses minority investments to back entrepreneurs who are looking for a strong financing partner with an understanding of the specific challenges posed by direct sales, while at the same time remaining at the helm of their company. Vorwerk Ventures invests between 0.5 and 5 million euros per single company. Initially, the focus will be on Europe, and the company will then gradually extend its investment activity worldwide in the coming years.

In addition to providing a sound financial base, Vorwerk Ventures creates added value for its partner enterprises by offering them access to the extensive experience and the international networks of the Vorwerk Group. The corporate venture capital company was founded in 2007 and is headquartered in Wuppertal, Germany.

Further information:

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