

Mediakraft Networks acquired by gamigo AG

Berlin – July, 7th 2017 – Mediakraft Networks, one of Europe’s largest online TV channel groups and one of Iris Capital portfolio’s companies, announces its acquisition by gamigo AG, the leading European game and content publisher in online and mobile games.

“It has been an incredible journey with the company and we are happy that Mediakraft is now perfectly positioned for its next level of development” said Erkan Kilicaslan, Managing Partner at Iris Capital, the venture capital backer of Mediakraft.

Founded in 2000, gamigo AG has risen rapidly to become one of the leading providers of free-to-play online and mobile games in Europe, managing over 100 million registered user accounts. Mediakraft will support the development of its broad games portfolio covering all genres and appeals to all age groups.

Based in Hamburg, gamigo grew its business organically as well as via acquisitions, having performed 15+ M&As since 2013. It has around 300 employees based in Berlin, Münster, Darmstadt (Germany), Chicago (USA) and Seoul (Korea).

About Mediakraft

Mediakraft Networks is one of the leading online TV channel groups in Europe and operates online video networks on various platforms. With offices in Cologne, Berlin, Hamburg, Warsaw and Istanbul, Mediakraft supports the best and most talented online performers of this generation locally and participates in their productions for millions of viewers of all age groups. Through its affiliated networks in the areas of Entertainment, Information, Lifestyle, Gaming and Urban Culture, Mediakraft reaches about 1.6 million viewers daily and more than 600 million views monthly. Mediakraft was founded in 2012 and is based in Cologne. It employs 120 people. For more information visit www.mediakraft.com.

About Iris Capital

Iris Capital is a European venture capital funds’ manager specialized in the digital economy. It fuels entrepreneurs at various stages of maturity, from early-stage to growth equity. With its deep sector specialization and extensive experience acquired over 30+ years, as well as the backing of its corporate sponsors, Iris Capital provides active support to its portfolio companies, through its presence in Paris, Berlin, San Francisco, Tel Aviv, Dubai and Tokyo. Iris Capital investments include, among others, companies such as Adjust, Careem, Kyriba, Marco Vasco, Mister Auto, Mopub, Netatmo, ReBuy, Searchmetrics, Scalify, Shift Technology, and Talend. For more information, visit www.iriscapital.com

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