



PRESS RELEASE

DECEMBER 14TH, 2017

bpifrance

T | **TENGELMANN**
ventures

Adrenaline Hunter raises 2 million euros in an effort to become the world leader in Adventure Sports bookings

Paris, December 14th, 2017 - Adrenaline Hunter, the online booking platform for Adventure sports, raises two million euros from Bpifrance (via its Fund France Investissement Tourisme) and Tengelmann Ventures (one of the largest German funds, also investor in Uber, Zalando, eKomi, DeliveryHero). The startup created by Maud Mathe, Philippe Bichet and Denis Fayolle (LaFourchette/TheFork, ManoMano, Treatwell, Habiteo) aims to aggressively expand its service worldwide.

Bpifrance, the investment fund of the French State, and Tengelmann Ventures will help Adrenaline Hunter become the global market leader in adventure sports booking. Adrenaline Hunter is the first French startup to catch the attention of Tengelmann Ventures, which hereby realizes its first investment in France. This fundraising brings the total investment to 3,1 million euros since the beginning of Adrenaline Hunter.

The investment will be largely dedicated to the opening of a booking management tool for activity providers and the launch of a mobile app dedicated to active travellers in search of adventure sports experiences. Adrenaline Hunter also plans to strengthen its international development with the opening of an office in Asia-Pacific to develop its activities in the area, and better meet the needs of its customers locally. To achieve its objectives, Adrenaline Hunter anticipates the doubling of its team, with the recruitment of key talents in the technical, commercial and marketing field.

"What I love about Adrenaline Hunter is the global positioning from day one. Global is in the company's DNA, and is an integral part of its complexity and know-how. This is what makes it post solid growth today and will make it the global leader in outdoor sports booking tomorrow. That's exactly why I reinvested," explains **Denis Fayolle**, non-operational co-founder at Adrenaline Hunter.

*"Adrenaline Hunter is a good example of an efficient platform as it creates as much value for its professional suppliers who get better exposure, as for consumers who will find the best activity easily, according to **Flavien Tiberghien**, investment manager at Bpifrance. This DNA, coupled with the marketing and technical skills of the team, convinced us of the great potential of Adrenaline Hunter."*

"Adrenaline Hunter is a great example of the kind of companies we like to invest in. International from the start and scalable since the first hour, we see a huge opportunity for Maud, Philippe and the entire Adrenaline Hunter team to become the first major marketplace for extreme sports and outdoor activities," said **Koen Lenssen**, Investment Manager at Tengelmann Ventures.

The vision is simple. Today travellers want to live unique moments. Adrenaline Hunter makes it easy to find and book such sport adventures, anywhere in the world. How? By offering the best outdoor adventures in the most popular travel destinations or by helping active travellers find the best sports/adventure holidays in the world. Whether it's a one-off activity (a parachute jump in Napoli, a surf lesson in Hossegor, a canyoning trip in New Zealand) or for a longer stay (kitesurfing course in the Moroccan desert to Dakhla, diving trip in Tahiti), Adrenaline Hunter provides the best options.

Launched in May 2016, the platform now has several thousand of bookings monthly. Global from the start, Adrenaline Hunter already has a large international client base, non-French travellers representing already more than 65% of all bookings. The site is currently available in French and English, and will soon have a German and Spanish version. More than 80 disciplines such as skiing, kitesurfing, climbing or more extreme sports like skydiving and speedriding are known as adventure sports and they represent a market of 40 billion euros. These activities are offered by more than 200,000 passionate professionals globally; unfortunately, they often suffer from a lack of digital know-how in managing their online visibility and bookings. Still today, the majority of bookings have to be placed offline, and travellers spend hours trying to find and organise their activities, arguably creating a sub-optimal booking experience.

Press contacts:

AdrenalineHunter Maud Mathe

Tél. : +33 6 22 25 40 53

maud@adrenaline-hunter.com

Bpifrance Annelot Huijgen

Tél. : +33 1 41 79 94 48

annelot.huijgen@bpifrance.fr

About Adrenaline Hunter

Adrenaline Hunter has been founded by Maud Mathe (co-founder), Philippe Bichet (co-founder) and Denis Fayolle (non-operational co-founder partner and serial entrepreneur) in 2015. They created the first online platform dedicated to Adventure sports. The 3 founders have two common passions: the taste of the entrepreneurial adventure and a passion for extreme sports.

Adrenaline Hunter's mission is to create experiences that people remember! The site allows you to find and book online your outdoor sport activities easily.

The team is made up of outdoor sports experts who populate the website and support travellers in their booking of activities and sports trips. Today, with 25 staff members, the startup is based in Paris, and wants to expand in Asia as early as 2018, and in North America by 2021. More information on the website (<https://www.adrenaline-hunter.com>) and on Facebook (<https://www.facebook.com/huntadrenaline>)

About Tengelmann Venture Capital

Tengelmann Ventures (TEV) is one of Germany's leading venture capital investors and has invested in over 50 companies over the past five years, many of which have become global players and market leaders in their particular segment. TEV focuses mainly on early- and later-stage investment in technology startups, internet marketplaces, and consumer internet companies. The team funds companies worldwide in the role as lead, co-lead or co-investor. In close cooperation with its global network of venture capitalists, professionals and consultants, Tengelmann Ventures always strives to identify promising startups and to support the development of its portfolio companies. Website: www.tev.de/en

About Bpifrance

Bpifrance provides enhanced support and support services for innovation, external growth and export, in partnership with Business France, Bpifrance offers companies a continuum of financing at each key stage of their development as well as an offer adapted to regional specificities. With 48 regional offices (90% of decisions taken in the regions), Bpifrance is a tool for economic competitiveness at the service of entrepreneurs. Bpifrance acts in support of public policies led by the State and the Regions to meet the following three objectives: support the growth of companies, prepare the competitiveness of tomorrow & contribute to the development of an ecosystem conducive to entrepreneurship.

With Bpifrance, companies benefit from a powerful, close and efficient interlocutor to meet all their financing, innovation and investment needs. More information on: <http://www.bpifrance.fr> - Follow us on Twitter: @bpifrance