



Grover closes pre-Series B funding round: Tech subscription service raises €41M to fuel its next growth phase

Berlin, 01.10.2019 – Berlin-based start-up Grover, Europe's market leader in flexible technology rentals, has successfully completed a new financing round worth €41 million. The additional capital will be used to further expand Grover's market leadership in the consumer electronics rental space and to fuel its fast-progressing international expansion.

The round is made up of €11 million from equity investors and €30 million in debt capital. The equity portion of the round is led by Augmentum Fintech plc, with an investment of €6 million, and is supported by existing investors coparion, Circularity Capital, main incubator – R&D unit as well as strategic early-stage investor of Commerzbank Group – and Samsung Next. The debt portion of the round is a €30 million addition to an existing debt facility with Varengold Bank, one of Germany's major banking partners for fintechs.

Grover is revolutionizing the consumer electronics market with its monthly rental subscriptions, having established a new way of accessing and using technology in Germany. Grover's growing customer base – currently over 300,000 registered users on [Grover.com](https://www.grover.com) – and its strong partnerships with major electronics retailers such as MediaMarktSaturn, Gravis, Conrad and Tchibo, underline the success of Grover's future-oriented business model, which promotes highly flexible access-over-ownership and maximizes sustainable usage of tech devices. In May of this year, the Grover rental option was extended to all of the approximately 420 MediaMarkt and Saturn stores in Germany. Across all of its retail partnerships, Grover is currently represented in more than 500 German electronics retail stores. By the end of 2020, this number is set to rise to several thousands of stores across Europe.

The fresh capital will fuel Grover's move into its next growth phase and contribute to further increasing the company's roughly eightfold growth within the last 24 months. Additionally, Grover will use the capital to develop new and innovative service offerings to expand its product range. This funding round will also drive Grover's international expansion. In mid-September 2019, Grover already successfully launched its online rental platform in the Austrian market, and by early 2020, the company plans to be active in at least two more European markets.

Michael Cassau, CEO & Founder of Grover, says: "I am delighted with the confidence of our investment partners in Grover's long-term business success. Our total funding amount is now in the three-digit million range, solidifying Grover's position as a strong player in the German start-up ecosystem. This fresh funding will enable us to drive service and product innovation and bring Grover's future-oriented rental service for consumer electronics to new and international customers beyond the German market."



Frank Otten, member of Varengold Bank's management board, comments: "Providing people with access to capital and banking services is our job and we love to do it most when we are able to help courageous founders like Michael Cassau realize an innovative business model. Grover has filled a gap in the German market, and we have no doubt that its product-as-a-service approach to consumer electronics will be successful in European countries beyond Germany. Therefore, our decision to participate in the current funding round was an easy one. The volume of financing we provided illustrates that we are able to support our clients on extremely ambitious growth paths."

Tim Levene, CEO of Augmentum Fintech, adds: "Grover is a classic fintech disruptor. Its growth reflects a growing consumer trend for continued access to the latest electronic products. Consumers are now less concerned with outright-ownership and more concerned to have the latest device. This leads to shorter 'ownership' cycles. The Grover solution, growing rapidly in Germany, allows consumers to rent the latest products, and to return them at the optimal time for the consumer. We believe this way of accessing technology 'ownership' will be a growing trend across Europe."

The new funding round for Grover follows a Series A round of €37 million from July 2018, and brings the company's total financing volume to over €100 million to date.

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Thomas Antonioli (Grover CFO) & Michael Cassau (Grover Founder & CEO)



Unboxing of Grover rental

About Grover

Grover ([Grover.com](https://www.grover.com)) is one of Europe's market leaders in technology rentals, bringing the access economy to the consumer electronics market, by offering a simple, monthly subscription model for the best in tech. Grover is the first financing company for the circular economy, breaking the link between ownership and use, and buying products, so people don't have to. Private customers as well as businesses get access to a wide range of over 2,000 tech products including smartphones, laptops, virtual reality (VR) gear, and wearables, profiting from flexibility and full usage rights at a fraction of the purchase price. Rentals are available on [Grover.com](https://www.grover.com) and through Grover's broad online and offline partner network including Europe's leading electronics retail group, MediaMarktSaturn, as well as Gravis, Conrad and Tchibo. The service allows its users to keep, switch, buy, or return products depending on their individual needs, to maximize the value of their tech in their lives.

Michael Cassau founded Grover in 2015, after realizing that there was no possibility to flexibly access consumer goods at the time. Grover is Cassau's answer to the access over ownership movement, which also allowed companies such as Netflix, AirBnB and Spotify to grow and succeed. With a total financing volume of 103 million to date and over 80 employees, Grover is one of Germany's best funded startups.

About Varengold Bank AG

Varengold Bank AG is a German bank founded in 1995 and in possession of a full banking license since 2013. In addition to its head office in Hamburg, the bank has branches in London and Sofia. Its core business areas are Marketplace Banking and Transaction Banking (Commercial Banking), and its focus is on cooperation with European fintechs, in particular credit platforms. The portfolio on offer includes funding, debt and equity capital markets products, fronting services for products subject to banking licence obligations and international payment services. Members of the Board of Managing Directors are Dr. Bernhard Fuhrmann and Frank Otten, who together with a 70-strong international team continuously help shape the modernisation of the financial sector. Varengold Bank is registered with the Federal Financial Supervisory Authority (BaFin) under 109 520 and the Varengold share (ISIN:



DE0005479307) has been listed on the Open Market of the Frankfurt Stock Exchange since 2007. Further information can be found at <https://www.varengold.de/home/>

About Augmentum

Augmentum Fintech plc is one of Europe's leading venture capital investors focusing exclusively on the fintech sector. Augmentum Fintech invests in fast growing fintech businesses that are disrupting the banking, insurance, asset management and wider financial services sectors. Augmentum Fintech is the UK's only publicly listed investment company focusing on the fintech sector, having launched on the main market of the London Stock Exchange in 2018, giving businesses access to patient capital and support, unrestricted by conventional fund timelines.

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