

## PRESS RELEASE

## ARDIAN INVESTS IN CHAL-TEC

Founder plans international growth with support of Ardian

**Berlin / Paris / London, June 15, 2015** – Ardian, the independent private investment company, announces today the agreement for an investment of approx. 40 percent in Chal-Tec GmbH (“Chal-Tec”), a Berlin-based e-commerce company. This investment will be funded through Ardian Expansion Fund III, which closed in March 2014 with commitments of €500 million. Furthermore, Ardian is providing additional financial resources for the growth of the company. The details of this transaction are not being disclosed, and it remains subject to approval by relevant antitrust authorities.

Founded and managed by Peter Chaljawski, Chal-Tec GmbH is an internationally operating e-commerce company that designs and distributes high-quality products in the Home & Living, Consumer Electronics and Sound & Light sectors. Multi-channel distribution takes place not only via the company’s own platforms, but also via leading e-commerce marketplaces. Since it was founded in 2005, Chal-Tec has been characterized by a comprehensive understanding of market developments and consumer trend. The Chal-Tec product range currently comprises 12 brands sold in 18 European countries. Its best-known brands include the consumer electronics brand auna and the modern living brand Klarstein.

The German e-commerce market saw double-digit growth and revenues of €12.4 billion last year. With growth rates at around 50 percent, Chal-Tec expects to achieve turnover of around €100 million for the current financial year – above the market average. With 300 employees at three locations (Berlin, Bratislava and Hong Kong), Chal-Tec currently generates about half of its sales in Germany and around one-third in other key European markets such as France, Italy, the UK and Spain.

With the support of Ardian, Chal-Tec is now looking to take the next step in its growth. The focus will be on the expansion of brand awareness, refining the product portfolio with new product categories, and a targeted plan of international growth. In addition, the company founder and Ardian will jointly appoint a high-caliber advisory board made up of experienced and well connected personalities.

Peter Chaljawski, CEO and founder of Chal-Tec, said: “Since the founding of the company, we have focused on combining efficient e-commerce and innovative branding in order to offer our customers vibrant products at the best price/quality ratio. In a mature market environment, our international team has turned Chal-Tec into a trendsetting and agile multi-brand company. With Ardian, we welcome an entrepreneurial partner at our side to accelerate our further international expansion.”

Marc Abadir, Managing Director of Ardian’s German expansion team, said: “Chal-Tec is a young, dynamic company that has made a strong name for itself in the e-commerce industry within a very short time. It offers an attractive platform for both further organic and strategic growth. Together with Peter Chaljawski and his strong management team, we look forward to providing additional support for further growth.”

## ABOUT CHAL-TEC

Since its founding in 2005, Chal-Tec GmbH combines product leadership with online-branding expertise to create a broad product portfolio for the modern lifestyle. From its headquarters in Berlin, the owner-managed e-commerce company operates brand building and distribution in 18 European countries. Together with his team of 300 employees, CEO Peter Chaljawski is currently developing 12 brands in the Home & Living, Consumer Electronics and Sound & Light sectors. Chal-Tec manages the entire valued-added chain of product marketing in e-commerce – from production to its own international service center in Berlin. In fiscal 2014, the company generated a turnover of around €70 million.

[www.chal-tec.com](http://www.chal-tec.com)

## ABOUT ARDIAN

Ardian, founded in 1996 and led by Dominique Senequier, is an independent investment company with assets of US\$50bn managed or advised in Europe, North America and Asia. The company, which is majority-owned by its employees, keeps entrepreneurship at its heart and delivers investment performance to its global investors while fuelling growth in economies across the world. Ardian's investment process embodies three values: excellence, loyalty and entrepreneurship.

Ardian maintains a truly global network, with more than 350 employees working through ten offices in Paris, London, New York, Beijing, Frankfurt, Jersey, Luxembourg, Milan, Singapore and Zurich. The company offers its 355 investors a diversified choice of funds covering the full range of asset classes, including Fund of Funds (primary, early secondary and secondary), Direct Funds including Infrastructure, Expansion, Mid Cap Buyout, Ardian Growth, Co-Investment and Private Debt.

[www.ardian.com](http://www.ardian.com)

## ADVISORS FOR THE TRANSACTION

**Ardian Team:** Dirk Wittneben, Marc Abadir, Florian Korp, Yannic Metzger

Legal: Willkie Farr & Gallagher

Financial & IT: Deloitte

Tax: Taxess

Commercial: goetzpartners

M&A Adviser: goetzpartners

**Chal-Tec Team:**

Legal: RAUE LLP

M&A Adviser: Altium Capital

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**PRESS CONTACTS**

**ARDIAN  
Headland**

**TOM JAMES**

**Tel: +44 207 3675 240  
tjames@headlandconsultancy.co.uk**

**CHAL-TEC**

**MARIANA VOLODARSKA**

**Tel.:+49 (0) 30 3001385688  
m.volodarska@chal-tec.com**