

Bregal Milestone invests in e-mobility specialist Greenstorm from €400 million fund

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Bregal Milestone, a European private capital firm, has completed an investment into Greenstorm, an innovative e-mobility and e-commerce company based in Kufstein, Austria. The investment is made from a €400 million fund dedicated to investing in European growth companies. Bregal Milestone's commitments typically range from €20 million to €60 million.

Greenstorm is a fast-growing provider of e-mobility services to close to 1,000 hotels, corporates and retailers in central Europe. The company operates a large fleet of e-bikes, allows its clients to equip customers and employees with high end e-bikes and electric vehicles and provides a comprehensive set of services. Greenstorm's market leading offering is enabled by its ability to manage a substantial inventory of hotel nights and e-bikes and market it on- and offline on a pan-European basis. The team has been active in the mobility space since 2009 and Greenstorm is present in Austria, Italy, Germany, Switzerland, Croatia and Slovenia.

Bregal Milestone partners with co-CEOs and shareholders Richard Hirschhuber and Philipp Zimmermann and their team to accelerate the company's growth, expand its geographic reach and further develop its e-commerce offering to build a leading European business in the mobility and travel space.

In recent years, Greenstorm has expanded rapidly and its multi award winning management team has secured the German Innovation Award, the Tyrolean Innovation Award and is one of Austria's five fastest growing companies according to the Financial Times.

Richard Hirschhuber and Philipp Zimmermann, co-CEOs of Greenstorm:

“Bregal Milestone's investment and hands-on support will help us achieve our ambitious growth targets. We are excited to have found an entrepreneurial partner with a broad international network. We will take the successful Greenstorm model to more clients and new regions in the coming years, expand our leadership in

the e-mobility space and build a strong pan-European e-commerce presence.”

Jan Bruennler, Managing Partner at Bregal Milestone:

“We are delighted to be in partnership with the Greenstorm team as they embark on the next stage of growth. Greenstorm provides its loyal customers with an unmatched e-mobility offering and the team’s strategy will drive strong growth in the years to come. Greenstorm’s e-commerce presence in the mobility and travel space is particularly promising as we look forward to working with Richard, Philipp and their team to further develop this aspect of their business and drive profitable growth.”

Greenstorm was supported in this transaction by Reed Smith and Eisenberger & Herzog as legal counsel. Bregal Milestone was supported by Shearman & Sterling, Dorda Rechtsanwälte, EY, Deloitte and OC&C Strategy Consultants.

About Bregal Milestone

Bregal Milestone is a private capital firm managing a €400 million pan-European fund dedicated to making investments in high-growth European companies. The firm provides strategic assistance and capital to support market-leading companies across a wide variety of transaction situations. Targeted sectors include technology, healthcare, consumer and business services, high value manufacturing and specialty finance. Bregal Milestone is backed by Bregal Investments. For more information, please visit www.bregalmilestone.com.

About Greenstorm

Greenstorm provides e-mobility solutions (e-bikes, electric cars, charging stations and related services) to clients in central Europe. Greenstorm’s clients

include hotels, corporates and retailers in Austria, Italy, Germany, Switzerland, Croatia and Slovenia. Hotel clients can partner with Greenstorm to generate additional revenue and increase occupancy. The company also operates a leading European on- and offline network for the sale of used e-bikes.

Greenstorm is based in Kufstein, Austria and its multi award winning management team has secured the German Innovation Award, the Tyrolean Innovation Award and a top-quartile position in the Financial Times' FT1000 list of Europe's fastest growing companies. For more information, please visit <https://shop.greenstorm.eu/>.

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