



PRESS RELEASE  
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## TAKE EAT EASY RAISES €6 MILLION FROM ROCKET INTERNET, DN CAPITAL & PITON CAPITAL

Paris/London/Berlin, 13 April 2015 - Take Eat Easy, the Belgian startup that is reinventing food delivery, successfully closed its series A round of €6 million. The funding round reinforces its strongholds in Brussels and Paris, as well as expands its activities to other major European cities in Germany, Spain and the UK.

The new capital was raised from Rocket Internet (investments include TravelBird, DaWanda, MarleySpoon), global early and growth stage venture firm DN Capital (investments include Shazam, Happn, [Windeln.de](#) and Quandoo) and Piton Capital (FanDuel, Quandoo, DaWanda).

Following the rapid growth in Paris, the new investment will be used to accelerate Take Eat Easy's European expansion with the clear objective to becoming the number 1 quality food delivery company in Europe.

Take Eat Easy has experienced accelerated growth in new areas. Thanks to a finely tuned roll out model, the collaboration with the accelerator program NestUp which began in late 2012, and the support from new investors, the company is better equipped to scale its internet business model and its internationalisation.

### An innovative start-up with high customer acceptance

Take Eat Easy was started in Brussels in September 2013 by four founders who are passionate about technology and gastronomy.

Take Eat Easy is a unique business model offering restaurants a delivery solution and expanding revenue potentials. Food delivery is a complex task, and very different from the traditional restaurant business. With Take Eat Easy, restaurants can now increase their revenue per square meter, by offering a proper delivery service, without risk or additional costs.

*"Obviously, getting food delivered does not substitute the restaurant experience, but we enable our customers to enjoy their favorite meals at home or at the office, when they don't have time or don't feel like leaving the house"* says Adrien Roose, CEO and co-founder of Take Eat Easy.

The start-up developed a unique solution designed to connect trendy restaurants, bike couriers and hungry customers through a website and a mobile application for a reliable,

fast and green delivery. Take Eat Easy goes a step further by allowing customers to follow in real time their courier and to know the exact time of arrival of their food. The unique dispatching algorithms developed by the team, allow Take Eat Easy to deliver meals as fast as 20 minutes.

Since their start in November, Take Eat Easy has significantly expanded the number of partner restaurants in Paris, from 30 to 150, and is already delivering thousands of meals per week.

### **About Take Eat Easy**

Launched in 2013 in Brussels, Take Eat Easy is a technology startup that connects trendy restaurants, bike couriers and customers through an application for ecological and reliable delivery of quality meals. Take Eat Easy was launched in France in October 2014 and works with 250 trendy restaurants.

### **About Rocket Internet**

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 25,000 employees across its network of companies, which are active in more than 100 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com)

### **About DN Capital**

DN Capital is a global early stage and growth capital investor in software, mobile applications, digital media, marketplace and e-commerce companies. The firm has operations in London, Berlin and Menlo Park and its objectives is to identify, invest in and actively support its portfolio companies to become global leaders. Portfolio companies include Shazam Entertainment, Apsmart (sold to Thomson Reuters), Book A Tiger, Datanomic (sold to Oracle), Delectable, Endeca Technologies (sold to Oracle), Happn, JacobsRimell (sold to Amdocs), Mister Spex, OLX (sold to Naspers), Performance Horizon Group, PurpleBricks, Quandoo (sold to Recruit Holdings), Tbricks (sold to Orc Holdings), Videdressing and [Windeln.de](http://Windeln.de). The professionals at DN Capital bring over 60 years of private equity experience to their investments, and actively work with portfolio companies to steward their growth through the various stages of development. Additional information about the firm and its portfolio companies can be found at [www.dncapital.com](http://www.dncapital.com)

### **About Piton Capital**

Piton Capital is a venture capital and growth equity firm based in London. It focuses on investments in online companies with network effects, such as marketplaces and exchanges. Its founding partners have deep entrepreneurial and investment experience, and have been instrumental investors in Betfair and QXL Ricardo, amongst others. Piton's portfolio consists of companies like Fanduel, DaWanda, Quandoo (recently sold to Recruit), Docplanner, Dutycalculator (recently sold to Borderfree), Watchfinder, Treatwell and Videdressing. For more information, please visit [www.pitoncap.com](http://www.pitoncap.com)

**To discover Take Eat Easy platform, go to [www.takeeateeasy.fr](http://www.takeeateeasy.fr)  
The Take Eat Easy Application is available for download in the App Store**



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