

Luxempart co-invests in Boxine alongside its partner Armira

Luxempart, a Luxembourg-based investment holding backed by entrepreneurial families, has invested in Boxine, the creators of the tonies® audio system for children, alongside Munich-based industrial holding Armira.



Source: www.tonies.de

Luxempart has invested in Boxine, the creators and founders of tonies®, alongside the German holding company Armira. The consortium around Armira, including Luxempart and other co-investors such as ATHOS Service GmbH and the family office of the Strüngmann family, will support the two founders and managing partners Patric Faßbender and Marcus Stahl in the realisation of the next phase of the development of Boxine and notably the roll-out of its internationalisation strategy.

John Penning, Head of Direct Investments of Luxempart, says: “As from our first meeting we have been impressed by the tonies® audio system as well as the enthusiasm and dedication of the two founders which have allowed to build the Toniebox into a success story in the DACH region. Furthermore we are convinced that with the support of Armira and Luxempart, Boxine will be able to replicate its success internationally and continue its tremendous growth trajectory over the coming years.”

In an effort to increase its exposure to the digital economy and disruptive business models, Luxempart has decided to increasingly invest in growth stage companies over the last years as evidenced by investments in the venture capital fund of funds Quadrille and Mangrove as well as direct investments in E-Commerce companies such as Zooplus, the listed online specialty pet food retailer, and Campings.com, the online marketplace for overnight stays and holidays in mobile homes.

About Boxine GmbH

Boxine GmbH develops and markets tonies®, the innovative and award-winning audio system for children between the ages of three and ten. Consisting of the "Toniebox" playback device and the matching audio figures – called Tonies – the system makes audio content tangible and enables a completely new type of listening experience, "audio play". Tonies are digital and innovative, yet child-friendly, independent and playful.

Since their market launch in 2016, Toniebox and Tonies have not only taken German children's rooms by storm, but also the hearts of children and parents. With Tonieboxes in six different colours, around 200 different Tonies as well as the self-recordable "Creative Tonies", Boxine has created an ecosystem of limitless audio game fun with audio books, audio plays, music and knowledge topics.

<https://boxine.de> | <https://tonies.de>

About Luxempart S.A.

Luxempart is a Luxembourg based listed investment company backed by Luxembourgish entrepreneurial families. With permanent capital and a professional investment team, Luxempart provides flexible long term financing solutions to entrepreneurs, families and management and actively supports its portfolio companies in their growth and international expansion.

Luxempart's investment strategy is implemented through two teams: (i) Direct Investments who focus on large minority stakes, co-investments alongside reputable financial investors as well as co-control investments with equity tickets from EUR 20m up to EUR 100m in the DACH region, France and BeLux and (ii) Specialised Teams who focus on indirect investments through sponsored teams (mainly local small cap buyout funds) as well as partner funds (European midcap buyout funds).

Luxempart supports Armira since 2014.

www.luxempart.lu

About Armira

Armira is an entrepreneurially-minded industrial holding company focusing on direct equity investments in privately-held, medium-sized businesses in Germany, Austria and Switzerland. Armira has a long-term investment horizon and is a responsible partner for the sustainable and value enhancing development of its partner businesses. Currently, Armira holds a portfolio of 12 companies that generate annual sales of approx. EUR 1.5 billion and employ over 8,000 employees.

www.armira.de