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Rocket Internet Prices IPO At Top of Price Range

Berlin, Germany, 1 October 2014 – Rocket Internet AG (“Rocket” or the “Company”) today announces the successful pricing of its initial public offering (the “IPO”) at €42.50 per share. At the issue price of €42.50 per share, and assuming the full exercise of the underwriting banks’ option in connection with the over-allotment (the “Greenshoe Option”), Rocket has a market capitalization of approximately €6.7 billion. The offering was over-subscribed well in excess of ten times at the top end of the price range.

A total of 32,941,177 newly issued shares and an over-allotment of 4,941,176 shares have been allocated as part of the offering.

The Offer is expected to raise gross proceeds of €1.4 billion for the Company assuming no exercise of the Greenshoe Option, and €1.6 billion assuming exercise in full of the Greenshoe Option. The Offer represents 21.5% of the Ordinary Shares of the Company assuming no exercise of the Greenshoe Option and 24.0% assuming exercise in full of the Greenshoe Option.

No existing shareholders have sold any shares in the IPO. Rocket shares will trade on the Entry Standard of the Frankfurt Stock Exchange starting on 2 October 2014 under the ticker symbol “RKET” (ISIN: DE000A12UKK6; WKN: A12UKK).

Oliver Samwer, CEO and Founder of Rocket Internet, said:

“We are very pleased with the positive response we have had from investors and their confidence in the strength of our business model, track record and growth prospects. I believe Rocket is extremely well placed to capture the opportunities for the growth of Internet commerce, particularly in the emerging markets, and to become the leading global Internet platform outside the US and China.”

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Rocket has committed to lock-up obligations for a period of six months starting from the first day the shares are traded. Rocket's existing investors Global Founders, Investment AB Kinnevik, Philippine Long Distance Telephone Company, Access Industries, United Internet and HV Holtzbrinck Ventures as well as the cornerstone investors including funds managed by Baillie Gifford, and J.P. Morgan Securities have all agreed to a lock-up period of 12 months.

Berenberg, J.P. Morgan and Morgan Stanley are acting as Joint Global Coordinators of the offering, and together with BofA Merrill Lynch, Citigroup and UBS Investment Bank, act as Joint Bookrunners.

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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 proven online business models that satisfy basic consumer needs across three sectors: eCommerce, marketplaces and financial technology. Rocket was founded in 2007 and now has more than 20,000 employees across its network of companies, which operate in more than 100 countries on five continents.

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This document contains forward-looking statements. These statements are based on the current views, expectations and assumptions of the management of Rocket Internet AG (“Rocket”) and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those described in such statements due to, among other things, changes in the general economic and competitive environment, risks associated with capital markets, currency exchange rate fluctuations and competition from other companies, changes in international and national laws and regulations, in particular with respect to tax laws and regulations, affecting Rocket, and other factors. Rocket does not assume any obligations to update any forward-looking statements.

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