

**LVENTURE GROUP:
CO-INVESTMENT OF 556 THOUSAND EUROS IN DREXCODE
THE STARTUP OF HIGH FASHION FOR HIRE**

The investment operation was carried out by LVenture Group, Innogest, LigurCapital and Fashion 22

Rome, November 11th, 2015

LVenture Group, a holding company listed on the Italian Stock Exchange that operates in the field of venture capital, has announced today a co-investment of the total value of **556 thousands Euros** in **Drexcode** web boutique which rents clothes and accessories from the latest collections of high fashion. Of this sum, **500 thousands Euros** will be granted in the form of convertible notes and the remainder in the form of a capital increase.

The participation of LVenture Group in the deal is of **70 thousand Euros**.

The rest of the amount is allocated as follows: **180 thousands Euros** come from the venture capital fund **Innogest**, **180 thousands Euros** come from venture capital fund of the Liguria Region **LigurCapital** and **126 thousands Euros** come from **Fashion 22** vehicle group of the angel investors group Italian Angels for Growth.

*"In 2014 the fashion industry in Italy increased by 2.7%, billing a total of 52 billion euros in 2015 and is expected to further increase of 3.8%" - says the **CEO LVenture Group Luigi Capello** - "At the same time startups in fashion industry are reaching interesting results on the international scene and it is in this area that YOOX, the only Italian unicorn¹ operates. This is why we are particularly pleased to have invested in Drexcode, which has no significant competitors in Italy and offers a service at competitive prices and with great potential".*

[Drexcode](#), which became part of LVenture Group's portfolio in 2014, has created an online platform for rental of luxury clothes, which offers a portfolio of high-end clothes and accessories from the latest collections of the most famous fashion brands.

¹ In the world of startups, innovative companies accounted for over a billion dollars are defined as unicorns.

This press release is available on the company website www.lventuregroup.com and on the website [www.http://www.1info.it/](http://www.1info.it/)

LVenture Group is a holding company listed on the MTA of the Italian Stock Exchange that operates in the field of Venture Capital with an international perspective. LVenture Group invests in companies with high growth potential in the field of digital technologies, and is currently a leader in the following segments:

- Micro seed financing: investment of limited financial resources in favour of startups selected and included in the acceleration program run by LUISS ENLABS "The Startups Factory";
- Seed financing: investments in startups in more advanced stages of growth that require more financial resources to support product development and market entry.

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