

Investment AB Kinnevik

*Skoppsbron 18
P.O. Box 2094
SE-103 13 Stockholm, Sweden
www.kinnevik.se*



*(Publ) Reg no 556047-9742
Phone +46 8 562 000 00
Fax +46 8 20 37 74*

PRESS RELEASE

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INCREASE IN KINNEVIK'S NET ASSET VALUE FOLLOWING GROUPON LISTING

Investment AB Kinnevik ("Kinnevik") today announced that the fair value of its holding in Groupon Inc. has increased following the listing of Groupon shares on NASDAQ in New York on Friday 4 November.

Kinnevik has a direct holding in Groupon amounting to 8,377,156 shares. In addition, Rocket Internet, in which Kinnevik owns 25% after all its warrants have been exercised, holds 39,168,960 shares in Groupon.

Based on Friday's closing price of USD 26.11 per Groupon share, Kinnevik's Net Asset Value has increased by SEK 2,139 m compared to the fair value reported under Rocket Internet and portfolio companies on 30 September 2011. Out of the increase, SEK 986 m relates to Kinnevik's direct shareholding in Groupon and SEK 1,153 m to Kinnevik's holding in Rocket Internet.

For further information on the Groupon listing please visit <http://investor.groupon.com>.

For further information, visit www.kinnevik.se or contact:

Torun Litzén, Director, Investor Relations Phone +46 (0)8 562 000 83

Mobile +46 (0)70 762 00 83

Kinnevik was founded in 1936 and thus embodies more than seventy years of entrepreneurship under the same group of principal owners. Kinnevik's objective is to increase shareholder value, primarily through net asset value growth. The company's holdings of growth companies are focused around seven comprehensive business sectors; Paper & Packaging, Telecom & Services, Media, Online, Micro financing, Agriculture and Renewable energy. Kinnevik has a long history of investing in emerging markets which has resulted in a considerable exposure to consumer sectors in these markets. Kinnevik plays an active role on the Boards of its holdings.

The Kinnevik's class A and class B shares are listed on the NASDAQ OMX Stockholm's list for large cap companies, within the financial and real estate sector. The ticker codes are KINV A and KINV B.