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PRESS RELEASE

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FINAL PRICE IN ZALANDO'S IPO

Investment AB Kinnevik (publ) ("Kinnevik") today announced that Zalando has set the final offering price for its shares at EUR 21.50 per share, corresponding to an equity value of Zalando of EUR 4.9 bn pre money. Assuming the over-allotment option is exercised in full, 28,147,656 new shares will be issued at a value of EUR 0.6 bn. The new shares issued, including the over-allotment option, correspond to 11.3% of Zalando's share capital.

Kinnevik's ownership stake in Zalando after the IPO will be 32.0%, equivalent to 78,427,800 shares. Assuming that the over-allotment option is exercised in full, Kinnevik's ownership will be 31.6%. Based on the final offering price, the value of Kinnevik's shares in Zalando is SEK 15.5 bn.

The Zalando shares will be traded on the regulated market (Prime Standard) of the Frankfurt Stock Exchange under the trading symbol ZAL, the German Securities Code (WKN) ZAL111 and International Securities Identification Number (ISIN) DE000ZAL1111 from 1 October 2014 onwards.

Kinnevik discloses the information provided herein pursuant to the Securities Market Act (Sw. lagen om värdepappersmarknaden (2007:528)). The reference to the IPO does not constitute an offer to acquire securities or investment advice. The information was submitted for publication on 29 September 2014 at 8.15pm (CET).

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

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Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50 companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures.

Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.