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- **Heliad invests in bmp Holding AG, a leading online retailer in the sleep products segment**
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**Heliad Equity Partners has fully subscribed bmp Holding AG's capital increase of up to 10% and plans a strategic partnership.**

Frankfurt/Berlin, May 8, 2017. Heliad has fully subscribed bmp Holding AG's ("bmp") capital increase of a total of 690,000 new shares at a subscription price of EUR 1.35 per share.

This subscription has created the opportunity to turn bmp into a leading online retail group in the sleep products segment in the context of a strategic partnership with Heliad. Heliad has already invested in Cubitabo GmbH, another online retailer in the sleep products segment ([www.bettenriese.de](http://www.bettenriese.de)). A takeover of this company by bmp is now being considered. In addition, Heliad will in the future play an active role in turning bmp into the leading online group in the sleep products segment.

Thomas Hanke, CEO of Heliad, had this to say: "We look forward to our partnership with bmp, and to the opportunity to work together to grow the company. The sleep products market is going through a radical transition, in particular due to digitalization, and a consolidation tendency is becoming evident for the first time. In addition, society is becoming increasingly aware of "healthy sleep," and placing increasing importance on it. The investment in bmp gives us the opportunity to actively determine the course of this market development."

**About Heliad**

Heliad (ISIN: DE000A0L1NN5 / Ticker: HPBK) is a German listed company focusing on young and fast-growing non-listed and listed private equity companies in the German-speaking countries.

Through its "Evergreen" structure, Heliad can operate without any fixed running time and can support entrepreneurs flexibly, individually and consistently on every stage of growth. In combination with an active, "hands-on" investment approach, Heliad is thus in a position to achieve significant excess returns in relation to other investment companies and equity funds for its shareholders. The Heliad shares thus benefit private and institutional investors from the chances of a diversified portfolio of the most interesting disruptive growth companies in the German-speaking countries by means of a daily liquid dividend stock. Information about Heliad can be found at [www.heliad.com](http://www.heliad.com).

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