

PRESS RELEASE 6/24/2010

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## B2X CARE SOLUTIONS RECEIVES GROWTH FINANCING FROM EARLYBIRD

Hamburg/Munich, June 24<sup>st</sup> 2010 - B2X Care Solutions ('B2X') announces the closing of a growth financing round with Earlybird. The financing will be used to further drive international growth and to expand the service scope to a broader range of end-product markets. Earlybird joins Grazia in the financing consortium, which had already provided a financing round in 2009. B2X was founded in 2006 and manages after sales and warranty businesses in over 50 countries, responding to consumers and customers in more than 30 languages. The company integrates call centers, over 100 repair partners, numerous large logistics providers and over 1,000 service points into its global network to provide services to customers active in the telecommunications, IT and consumer electronics industries.

"Our best-in-class customer care outsourcing solutions are being requested by an increasing number of international OEMs", says Karim Barkawi, founder and CEO of B2X ([www.b2xcare.com](http://www.b2xcare.com)). The company has recently won major outsourcing contracts from two leading phone manufacturers and boasts an impressive list of existing customers in the area of Aftersales services such as one of the largest telecommunication manufacturer, several network operators and market leaders in renewable energy. "With Earlybird and Grazia we have a very strong financing consortium backing our international growth. This will allow us to be even more responsive to rising market opportunities", explains Karim Barkawi.

Earlybird Managing Partner Hendrik Brandis is convinced of B2X' continued growth prospects: "We were especially impressed by the feedback received from customers. They confirmed B2X' unique positioning in terms of capabilities and quality and were all eager to expand their activities with B2X. There is also a huge potential to address other markets and this will be a key focus point going forward. It is amazing how the team has built up a truly global operation with tier one OEM customers in such a short time."

### ABOUT B2X

B2X Care Solutions offers global after-sales services for the consumer electronics, telecommunication and IT industries on behalf of leading manufacturers, commercial chains and telecommunication providers. Through their global network of more than 100 service partners, B2X Care Solutions assumes operational responsibility for the complete after-sales supply chain process for their clients – from the call centre to repair, through to the supply of replacement parts. B2X guarantees their clients return on service – without any investment and without accruals. As an independent service provider, B2X fulfills the obligations of their clients and secures their competitiveness in the global after-sales business, allowing their clients to fully concentrate on their core competencies. B2X Care Solutions has its headquarters in Munich. With a presence in Brazil, Mexico, Columbia, Poland, Portugal, Greece, Egypt, South Africa, Russia, India, Argentina, UK, Spain, US and China, B2X provides services in more than 50 countries across the globe.



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### ABOUT EARLYBIRD

Earlybird Venture Capital is one of the most successful European venture investors. Currently, Earlybird manages 430 million Euro of assets for an international investor base. Earlybird invests in innovative, fast growing companies with outstanding management teams and high growth potential on international markets. Earlybird's portfolio currently includes 28 companies in seven countries (Austria, Germany, Italy, Netherlands, Switzerland, UK and USA). Since its inception, Earlybird has invested in over 70 companies. Besides several successful trade sales Earlybird has led six companies to an IPO at four different European exchanges (Interhyp, Tipp24, Wilex, Esmertec, Entelos, and NoemaLife). Further information is available at [www.earlybird.com](http://www.earlybird.com), follow us on Twitter: EarlybirdVC or become a friend on facebook: Earlybird Venture Capital.

### ABOUT GRAZIA

Grazia Equity ([www.grazia.com](http://www.grazia.com)), based in Stuttgart and Munich, is one of Europe's top names in venture capital. Grazia specializes in start-up, early-stage and growth financing for innovative companies with market-changing potential and opportunities for superior returns. Unlike traditional venture capital companies, Grazia works exclusively with private-sector capital, with no institutional funding involved. That gives the portfolio companies all the advantages of speed, flexibility and a pragmatic approach. Grazia backs up agility with the solid funding and business development expertise founders would normally expect of a VC firm. This combination, paired with the uncompromising ethical standards and commitment to sustainability, makes Grazia the ideal choice for businesses early in their life cycle. The goal of helping to finance fledgling companies in Germany was one of Grazia's original engines. The successful track record and expanding global network now enable Grazia to fund selected start-ups elsewhere in Europe as well as in the US. The Grazia team has helped to build over 40 European and American businesses.

### FURTHER INFORMATION

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