

Press release

Reusable packaging platform Vytal closes a \$10M Series A to make reuse the standard for to-go and delivery food

Berlin, 15.03.2022 – Germany-based reusable packaging startup Vytal has reached its growth target of 3 million replaced disposable containers and announces its 10M Series A funding round today. The round is led by unicorn-maker Grazia Equity (Conergy, Mister Spex, Statista, Moviepilot) that invests together with IP Group, a globally-active investor in cleantech and Amsterdam-based impact VC Rubio as Co-Leads. In addition, renowned angel investors including the Flixbus founders Jochen Engert, Daniel Krauss and André Schwämmlein, Delivery Hero CTO Christian von Hardenberg, foodora founder and food-tech entrepreneur Emanuel Pallua, podcast host Philipp 'Pip' Klöckner as well as Tier founder and impact investor Lawrence Leuschner are joining Vytal's Series A.

"We are very happy that we have brought together 'our dream team' of experienced entrepreneurs and successful angel investors to build Vytal into the standard solution for to-go consumption and delivery food. Our institutional investors bring a proven track record in scaling B2B platforms and marketplaces. Together we will establish Vytal's technology platform as the operating system for reuse and become the pan-European market leader for reusable packaging", says Dr. Tim Breker who has led the fundraising from the founding team. Dr. Benedikt Battke, Partner at Grazia Equity, adds: „Plastic pollution is one of the biggest challenges to our planet. The United Nations Environment Programme (UNEP) estimates that already today our oceans are polluted by between 75 and 199 million tons of plastics. And this number increases each year. Vytal's digital solutions for the reuse economy can have a significant contribution to reducing the usage of single-use plastics. While the food take-away and delivery market is likely to adopt reusable packaging first, there are many additional product categories where reusable packaging makes a lot of sense."

Obligation to offer reusables and sustainability orientation make reuse models a trend

Consumers' awareness of sustainability and the need to contribute to resource efficiency and climate change through one's own behaviour has been increasing for years. Brands and manufacturers are responding to this with ambitious voluntary commitments. More and more European countries, such as France, Portugal, Ireland or Germany, are also passing laws to curb the rising consumption of single-use packaging and promote reusable solutions. For example, restaurant businesses and food retailers in Germany will be obliged to offer to-go products and delivery meals in reusable packaging from 1 January 2023. As a result, the market for reusable solutions will grow strongly already in the short term.

Freshly raised capital enables Vytal to execute several large customer projects

This obligation to offer reusable containers puts pressure especially on large fast food and supermarket chains to offer reusable solutions in a timely manner. Vytal positions itself vis-à-vis these large customers as a flexible solution provider, offering the use of standardised reusable containers in an open loop system as well as the software solution to operate its own closed loop reusable system.

"With already more than a quarter of a million app users, the freshly raised capital and our highly qualified tech team, we see ourselves as the first point of contact for large chains to implement the best reusable solution in each individual case. Major customers who decide to use the Vytal standard containers benefit from the simple implementation and Vytal's many return partnerships, e.g. via the Gorillas app. If large customers decide to use their own containers, APIs are readily available for integration into their own systems and apps, and the highly efficient, digital approach to reusables provides additional customer contacts and communication triggers," points out Vytal Co-founder and Managing Director Sven Witthöft.

Tech platform and integrations as a key differentiator

Unlike other reusable providers, Vytal has been offering reusables without a deposit since its founding in 2019. Consumers borrow the reusable containers they need free of charge for up to 14 days via app or membership card - similar to a library. Container returns are possible at all partner restaurants, via return machines, analogue return boxes at employers as well as fast grocery delivery services and are always recorded digitally. 99% of Vytal containers are returned within 14 days - on average already after 3-4 days, so that the utilisation of the containers is higher and container loss is significantly lower than in deposit systems.

Institutional VCs from London and Amsterdam invest together with Grazia Equity in the European technology leader for reusable packaging

Two international venture capitalists have also recognised the potential of digitally enabled reusable packaging systems and Vytal's technology platform. The globally-active investor in cleantech IP Group from London and Rubio Impact Investments from Amsterdam are each participating in the Series A financing round with a seven digit investment.

"Currently, the German market is the absolute leader in the implementation of reuse. Nowhere else do we learn faster as a team how to maximise our impact in replacing single-use packaging with reusables. Together with our international investors, we want to use our existing platform and experience to make reusables the standard for to-go consumption and delivery food in Europe," says Dr Tim Breker.

The new capital will serve to sustainably strengthen Vytal's market-leading position, in particular the extensive expansion of the partner network, further improvements of the functionality of its technology platform and the development of new business.

About Vytal Global GmbH

Vytal helps reduce the vast amount of packaging waste that is currently still linked to the consumption of takeout, delivery and convenience food. By leveraging individual tracking IDs on Vytal containers and a user-friendly mobile app, the company promotes convenience for food outlets and consumers alike. For consumers, borrowing containers via the Vytal app is free of charge, with a return deadline of 14 days. At a return rate of 99% and a return time of less than four days, Vytal is more efficient than the long-established German bottle deposit system. In addition, all customers and restaurateurs can see their environmental impact live in the app.

In just a short time, Vytal has managed to attract more than 250,000 users and 2,000 restaurants, canteens and grocers and has expanded into other European countries (Austria and France). High-level partnerships with large retail chains such as Rewe and Edeka, gastronomy chains like Backwerk, Hans im Glück and Haferkater, 14 DAX companies including Allianz, BASF, Bayer, E.ON, SAP, Siemens as well as student unions and canteens such as that of the German Bundestag underline the success of the young company, which now has around 50 employees throughout Germany. To date Vytal reusable containers successfully replaced over 3 million disposables. Startups from other countries have taken note – the system is now also being used by Vytal franchise partners in Norway and in the Baltics.

About Grazia Equity GmbH

Grazia Equity is one of Germany's leading venture capital firms and invests in innovative and high-potential companies - mostly in the early stages -, supporting them throughout several phases of their life cycle. Grazia's success is based on partnering with outstanding and strong entrepreneurial teams in order to turn them into international market leaders. Unlike other venture capital firms, Grazia has its own capital and thus a permanently solid capital structure ("evergreen"). The

company is a hybrid: Grazia combines the flexibility and speed of an angel investor with the financial strength and the professionalism of a venture capital firm - the best of both worlds. Portfolio companies benefit from the entrepreneurial background and business-building expertise of Grazia's management team, as well as from its extensive international network. A particular focus is placed on impact investments. Grazia invested early in companies that would later become category leaders, such as Statista, Mister Spex, Conergy, Immatics and Quantenna - and now Zageno und Lingoda.

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Press kit: <https://bit.ly/3lbMMcD>


Pictures of the Vytal Series A investors.

VYTAL \$10M SERIES A – STRONG INVESTOR BACKING

Grazia Equity




GRAZIA EQUITY



FlixBus
Daniel Krauss,
André Schwämmlein,
Jochen Engert




IP Group
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Rubio Impact Ventures
rubio impact ventures




Christian von Hardenberg
Delivery Hero



Emanuel Pallua
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