



## **Digital pet healthcare on the rise: Redalpine, HV Capital and 468 Capital back felmo with a multi-million Euro Series A round**

- Redalpine, HV Capital, and 468 Capital back Berlin-based pet healthcare start-up
- felmo offers a combination of at-home veterinary services and a wide range of digital health services to pet owners
- The additional capital will be used to expand into new regions, build up the team as well as offer additional digital services around pet health

**Berlin, January 14<sup>th</sup>, 2021** – Just a few months after raising a seed financing round, felmo – the Berlin-based pet health brand - successfully raised several million euros from leading European investors in Series A funding. Redalpine joined the round as a new and lead investor. HV Capital and 468 Capital, felmo's previous investors, have also followed on in this round. The additional capital will be used to expand felmo's services into new regions, scale the team, and add additional pet healthcare services.

felmo's ambition is to become the leading pet health brand. The company offers a wide and diverse portfolio of veterinary & digital services to provide pet owners with barrier-free access to pet healthcare. By cleverly combining at-home veterinary services with digital products the company enables pet owners to receive both – an end to end solution in case of health issues as well as the ability to proactively manage their pets' health with the felmo app. The app offers several features such as a chat with a veterinarian, digital health records, fully digital health-checks, and more.

Pets suffer significantly during traditional stationary veterinary visits: there is no proper appointment preparation, long waiting hours, and being surrounded by other pets in an unfamiliar environment leads to extreme stress for pets and in turn the pet owners. Moreover, pet owners lose time getting to the vet and experience delays as well as waiting times at the vet practice. Owners also don't have easy access to health data or to ad-hoc information after the visit.

felmo is on a mission to make vet services stress free and keep pet owners informed about their pets' health status at all times: more than 90% of services and treatments can be done with an at-home visit. Combined with a seamless digital experience felmo is a real no-brainer for pet owners by providing better and less stressful health care for pets and more convenience for their pet owners.

Veterinarians also benefit from felmo with more flexible and predictable working hours, a healthy work-life balance, more autonomy as well as exposure to a large team of their peers that they can exchange professional opinions with.

felmo has already expanded the business into several regions across Germany and generated exceptional customer traction and satisfaction combined with strong growth despite the current pandemic.

The two founders Philip Trockels and Lars Giere are excited about the next stage in the business: “We are very happy to have Redalpine on board as our new investor because they showed exceptional conviction of the model as well as pragmatic thinking in every discussion we have had with them. Every one of us is extremely motivated to redefine how pet healthcare is offered to pet owners and to build the leading brand in the space. Redalpine’s experience in B2C business models, brand building as well as locally acting businesses, makes them a perfect partner alongside our existing investors.”

Aleksandra Laska, Partner at Redalpine added: “Studies have shown that fewer than half of all pets enter a vet practice calmly and pet owners often fail to bring their pets to the veterinary practice because they are unwilling to put up with the stress. We are excited to back a company that is solving this big issue in a technically savvy and practical way for both the pet owners and the vets who work with felmo. felmo's growth since inception highlights the large extent of the problem that the team is solving and the demand for their services. We are excited about felmo expanding into many more regions and are looking forward to being part of that journey.”

Robert Maier, Partner at HV Capital added: “This financing round reflects felmo’s and its founders’ strong vision. We are happy to support the felmo team again after our initial investment in July 2020 to revolutionize the pet healthcare market together.”

#### **About [felmo](#):**

Berlin-based felmo was founded in 2019 by Philip Trockels and Lars Giere. felmo offers a holistic pet health service experience that combines everything pet owners need to take care of their pets in an optimal way: Veterinary at-home services and digital features & accessibility. The at-home visits lead to a stress-free medical treatment for the pet and the pet parent. The whole experience is accompanied and enriched digitally via the felmo App. The App offers a veterinary chat, a digital health record, individualized health tips, digital health checks & tracking possibilities, and many more.

#### **About Redalpine:**

Redalpine Venture Partners is a leading European early-stage venture capital investor with over \$500m AuM and a sector-agnostic investment strategy. Redalpine’s diverse team supports its 60+ portfolio companies not only with a financial investment but also with its in-house operational and subject matter expertise and extensive international network. Redalpine’s ambition is to help talented entrepreneurs turn their visions into reality and scale their businesses into international success stories. [www.redalpine.com](http://www.redalpine.com)

#### **About HV Capital:**

Since 2000 HV Capital, formerly HV Holtzbrinck Ventures, has invested in Internet and technology companies through various generations of funds and is one of the most

successful and financially strongest early-stage and growth investors in Europe. HV Capital has already invested in around 200 companies, including Zalando, Delivery Hero, FlixBus, and SumUp. The total of all HV Funds amounts to €1.7 billion. The company supports startups with capital between €500,000 and €50 million. This makes HV Capital one of the few venture capitalists in Europe that can finance startups through all growth phases. [www.hvcapital.com](http://www.hvcapital.com)

**About 468 Capital:**

Founded in 2020 by Twitter, Airbnb, and Rocket Internet Alumni Florian Leibert, Ludwig Ensthaler, and Alexander Kudlich, 468 Capital is a technology investor focused on Software, Artificial Intelligence, and Consumer Technology. 468 Capital invests in Europe and the Bay Area.

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