



## PRESS RELEASE

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### **Optimizer invests in new e-commerce platform**

**Venture Capital company Optimizer Invest becomes partner in ZooZoo.com AB. The investment will enable the development of the largest online store for pet food in the Nordic region.**

Optimizer Invest continues to push through its aggressive investment plan, as they now become partner in online pet food store ZooZoo.com.

Entrepreneur Jarno Vanhatapio, the founder of the great success, e-commerce fashion site, Nelly.com, established ZooZoo.com in 2013. The business concept is to create an e-commerce platform for pet food and pet accessories. Today it offers 250 different brands and 7500 different products for home delivery from its own supply. The platform also serves as a community for pet owners. Together with Optimizer Invest, ZooZoo.com now plans for an aggressive expansion that includes establishments in markets outside of the Nordic region.

"The growth potential for ZooZoo.com is considerable," says Michael Harstad, partner at Optimizer Invest. "We see great opportunities in a business that is now established in a market with unused buying power. The pet market is growing continuously and pet owners are relatively insensitive to changes in the economy. We look forward to being part of building up the brand long term. "

"I very much welcome Optimizer Invest as a partner," says Jarno Vanhatapio. "Their team has unique expertise and experience in online business that will help ZooZoo.com in its success."

The investment will be the fifteenth for Optimizer Invest since the company was founded in 2012.

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For more information on ZooZoo.com, please visit [zoozoo.com](http://zoozoo.com).

For more information on Optimizer Invest, please visit [optimizerinvest.com](http://optimizerinvest.com).

*Optimizer Invest is a Scandinavian venture capital company based in Malta. The company helps early stage businesses and entrepreneurs to develop and to reach their full potential with profitable growth. The founders and owners have a successful background in the online gambling industry, and therefore primarily invest in consumer-oriented and online businesses. Since the start in 2012, Optimizer Invest has invested in a dozen companies. The investment phase is still at an intense stage.*

**Optimizer Invest has part ownership in the following companies:**

BETIT GROUP, CATENA MEDIA, CASINO SAGA, CONSECTOR, CROWNSTUDENT.COM, FASHIONISLAND.SE, FAST PROMOTION, OKOBAY, PAXO, PROMO 6000, READLY, SUPER LENNY, THRILLS, ZOOZOO.COM