

## Exoticca closes a €3.5 million equity round to fund its international expansion

Tuesday 5 June, 2018

*The round was led by K Fund with the participation of Sabadell Venture Capital, Nero Ventures, Grupo Palau, Palladium Corporate Venture and Smartech Capital*

Barcelona – June 5, 2018 – [Exoticca](#), the online platform specialized in trip packages to long-haul destinations, has announced today that it has closed a €3.5 million financing round. The round was led by the venture capital fund K Fund with the participation of existing investors in the company such as Sabadell Venture Capital and Grupo Palau and new investors such as Nero Ventures, Palladium Corporate Venture and Smartech Capital.

Exoticca is leading the digitalization of the market for trip packages to long-haul destinations through the first technological platform in the world to allow the online purchase in a single visit of trip packages with multiple components (international and domestic flights, hotels, tourist guides, visits, land transportation, meals, travel insurance, etc.). Through this platform, Exoticca offers trip packages to over 50 destinations worldwide under the 'affordable luxury' concept with exclusive providers at reduced prices.

The proceeds from this round will be mainly used to finance the company's international expansion. Exoticca is currently present in three countries – Spain, United Kingdom and France – and has plans to enter into new markets shortly, starting with Germany in July. Part of the proceeds from this round will be used to fund the investment in Exoticca's technological platform.

"Our objective is to 'democratize' this segment of the travel market, making accessible and affordable to the general public those trips that only a small minority could afford before," says Pere Vallès, Exoticca's Chief Executive Officer. "This round will allow us to launch our platform in new countries while strengthening our technological leadership."

"When Jesús and Pere approached us about the investment, we did not hesitate one second," says Iñaki Arrola, General Partner at K Fund. "Making it easy to travel to places far away and with incredible prices was a no brainer. But only on Exoticca.com".

"We are very excited with the company's evolution and future plans. To date, Exoticca is one of the biggest bets in the portfolio of Sabadell Venture Capital," says Xavier Gasquez, Investment Director at Sabadell Venture Capital.

### About Exoticca

Exoticca is the technology company that is leading the digitalization of the market for trip packages to long-haul destinations through the first platform in the world that allows to purchase trip packages with multiple components online and in a single visit. Founded by Jesús Rodríguez in 2013, Exoticca is currently present in Spain, United Kingdom and France and has plans to expand into new markets shortly.

### About K Fund

K Fund is a €50 million VC firm based in Madrid. We're looking to invest in the best and brightest Spanish entrepreneurs and startups. So far, we've made 17 investments.

### About Sabadell Venture Capital

Sabadell Venture Capital, the venture capital arm of Banco Sabadell, aims at supporting the early stages of entrepreneurial projects (pre-Series A and Series A). To date, it has invested in 17 companies such as ADVMurai, Forcemanager, Captio and 21Buttons.

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