Frugl Makes the Move Into Europe With a German Acquisition

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Frugl.com, the UK based start-up launched six months ago as an event discovery app for Londoners on a budget has acquired Tickethelden, the Munich-based last-minute ticketing solution. Tickethelden is one of a number of investments made by Sedo.com founder Tim Schumacher since his exit from Sedo in 2012. The year-old ticketing company has an active user base of roughly 100,000 mostly 20-30 year olds spread across Berlin, Cologne, Hamburg and Munich.

The purchase will enable Frugl to launch in Germany with an existing customer base as well as a large audience on Facebook.

Suzanne, founder and CEO of Frugl, says "We have been looking for the right opportunity to bring Frugl to the German market and this opportunity with Tickethelden was too great to resist and now gives us the perfect reason to launch in Germany quickly."

"We are delighted that we have found a strong international partner in Frugl and Suzanne, whose expertise will drive the last-minute ticketing success-story in the future." says Tobias, CEO of Tickethelden.

Final negotiations took place at last week's European Pirate Summit in Cologne, and the deal was signed shortly thereafter.

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About Frugl:

Frugl is an events discovery App that helps users on a budget find affordable things to do in London. Launched in March 2014, Frugl has thousands of users thanks to word-of-mouth and widespread media coverage. Prior to launching Frugl, CEO Suzanne Noble was a PR Director for over 20 years. Frugl is an alumni of the Accelerator Academy.

About Tickethelden:

Tickethelden GmbH is a mobile technology company based in Munich/ Germany and was founded in early 2013. Tickethelden was created to sell last-minute tickets to all kinds of events and worked with Investors like SevenVentures (the company-builder of TV-Company ProSiebenSat1), Sedo.com-Founder Tim Schumacher and the Munich-Investors-Circle.

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