#### ANNEX I – EUROPEAN WEB BUSINESS SUCCESS STORIES

## 1. European Web business success stories

Here are some examples of highly successful businesses founded by European Web entrepreneurs. The intention of this list is to spotlight that there are many success stories in Europe but the list does not intend to provide a comprehensive catalogue of successful web related business in Europe.

## - Skype

Started by a Danish and a Swedish entrepreneur in 2003, voice-over-IP (VoIP) software and services company Skype was acquired by eBay for \$2.6 billion in 2005. In 2009, eBay sold 70% of the business to a consortium of investors, and Microsoft acquired Skype in 2011 for \$8.5 billion.

On any given day, an estimated 40 million people connect to Skype *simultaneously* to communicate with friends, family and co-workers.

#### - MySQL

Swedish database software company MySQL was initially founded in 1995 but raised its first round of institutional funding in 2001. It became one of the largest open-source software firms in history, and was acquired by Sun Microsystems for approximately \$1 billion in 2008. Sun (along with MySQL) was later acquired by Oracle.

## - Vente-Privee.com

Launched in 2001, this French e-commerce company pioneered the now incredibly popular online flash sales club concept. The company is still private, employs roughly 1,500 people worldwide and booked revenues of over 1.1 billion euros in 2011.

#### - LOVEFILM

Founded in 2002, this UK-based provider of video rental and on-demand streaming was acquired by Amazon.com in 2011.

## - Mind Candy

The company behind the hugely successful franchise for kids, Moshi Monsters, was founded in the UK in late 2003 and is estimated to be worth roughly \$1 billion.

## - XING

A competitor to LinkedIn, this German business social network service has attracted millions of users from over 200 countries. Founded in 2003, it went public in 2006.

Here are some examples of recently founded (after 2006) Web startups that are growing fast and gaining traction and global acclaim.

### - Dailymotion

This France-based video Website operator lets people upload, share and view videos, rivaling Google's YouTube. It is now the third largest video Website and one of the most visited sites in the world. It was acquired by France Télécom's Orange in 2012.

#### - Klarna

Founded in Sweden, this e-commerce solutions company allows users to buy items online and pay for them upon delivery in order to minimize fraud. The firm has raised a little over \$166 million in venture funding to date.

### - Rovio

The Finnish company behind hit mobile and social networking games like Angry Birds and Bad Piggies has launched a global brand and is rivaling companies like Electronic Arts, Zynga and The Walt Disney Company.

The entertainment company had revenues of over 75 million euros in 2011.

#### - SoundCloud

Originally started in Sweden but established in Berlin, Germany, this company's platform allows people, mostly musicians, to share audio recordings with each other privately and publicly.

The company has raised over \$13 million in funding and has over 20 million registered users.

### - Spotify

Spotify is a Swedish-British music streaming service provider that has amassed over 15 million registered users since its launch in October 2008. The company has raised close to \$200 million in funding to rival Apple's iTunes and public companies like Pandora in the United States.

#### - Tuenti

A Spain-based provider of social networking services for young people and students. Launched in 2006, the company was acquired by telecom operator Telefonica in 2010 and currently boasts 14 million users.

#### - Scanadu

It is a Silicon Valley-based company that makes medical technology devices for consumers. It was founded in January 2011 by Walter De Brouwer and Misha Chellam in Brussels, Belgium as heal.th and launched during the first edition of Startup Weekend Brussels. The company relocated to the Silicon Valley in mid-2011 in view of further growth and to set up a lab at NASA Ames in Mountain

View, where it shares space with Singularity University. Recently it has been awarded at CES 2013 for the Best Innovation of 2013 in Personal Electronics Category.

## - Withings

It is a consumer electronics company located in Issy les Moulineaux, France. Withings creates smart products and apps for weight loss, health and family including the Baby Companion, Health Companion and Health Mate apps. Withings designs Internet-connected devices and describes its products as part of the Internet of Things.

# 2: High-Growth EU Web Business acquired in the last years by US web companie

Google: Ebay:

allPAY , Germany - Payments Alando, DE Brunet, Germany - Mobile iBazar, FR

Neven Vision, Germany - Pictures Marktplaats.nl, NL
Endoxon, Switzerland - Mapping Gumtree, UK
Trendalyzer, Sweden - Analytics Mobile.de, DE
Marratech, Sweden - Videoconferencing Loquo, ES

PlinkArt, UK – Visual Search Skype, LU
Simplify Media, UK – Music Tradera, SE

BlindType, Greece – TouchTyping DBA & Bilbasen, DK

Zynamics, Germany – Security Zong, DE BeatThatQuote.com, UK – Price comparison

DailyDeal, Germany – Offers

Sparrow, France – Mobile App

Twitter:

Twitterdeck, UK Summify, RO

Amazon.com:

LoveFilm, UK,

Lightbox, UK – Pictures

The Book Depository, UK Rakuten:

BuyVip,ES Priceminister, FR
Bookpages, UK Wuaki.tv, SP

Telebook, DE PlanetAll, UK

Pushbutton, UK Others:

Playfish, UK – EA

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