

NEUMARKET RECEIVES AN INVESTMENT FROM AXON PARTNERS GROUP TO CONTINUE GROWING THEIR OPERATIONS IN COLOMBIA AND MEXICO

Axon Partners Group continues its commitment to the Latin American ecosystem and its consolidation as a leading regional investor in digital companies.

Axon Partners Group, through the Amerigo Ventures Pacífico Fund, invested in Neumarket through an equity investment with the objective of scaling its operations in Mexico and Colombia and thus continue to consolidate its position as the reference online company within the tires industry in the Latin American region.

Neumarket (www.neumarket.com & www.neumarket.com.mx) is the largest Tire eCommerce in Colombia and Mexico, and is has positioned itself as the leader in the industry in the Latin American region. Growing annually at 103% in 2016, Neumarket aims to sell 200.000 tires in 2020.

About this transaction Alfonso de León, CEO of Axon Partners Group, commented *“We are pleased to contribute to Neumarket’s development and help to boost its growth. The company groups a seasoned team with deep knowledge expertise looking to exploit an attractive niche”*. This investment reaffirms Axon’s position as a leader of the digital entrepreneurship ecosystem in Latin-America, where Neumarket represents the tenth investment for its portfolio.

Juan David Gutiérrez, Founder and CEO of Neumarket, commented *“Thanks to Axon’s investment, we are going to improve user experience and reach a larger audience. This will allow us to consolidate Neumarket as one of the largest ecommerce in Latin America and one of the most important players in the tire market in the countries we are in”*.

About Axon Partners Group (www.axonpartnersgroup.com)

Axon Partners Group is a Spanish consulting and investment firm with a VC & PE division that manages funds in Europe, Asia, and Latin America. Through its Amerigo Ventures Private Equity Fund, Axon is actively involved in the digital ecosystem of the Latin American region.

About Neumarket (www.neumarket.com & www.neumarket.com.mx)

“Neumarket is the largest and most modern online store in Colombia and Mexico, it has over 12.000 references and 50 tire brands for cars, 4x4’s, SUVs, motorcycles and trucks. The website offers all the necessary information for customers to make the purchasing decision on their own, nevertheless they can also receive advice from tire experts via chat, email or phone. Neumarket transforms the tire purchasing experience into making it simpler: once the customer takes the decision, he makes the purchase online and can choose to get the tires delivered to one of more than 120 associated tire shops, to get the installed for free.”

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