

İş Investment, has successfully advised Ozn Elektronik Ticaret A.Ş. (“Evim.net”) on the sale of its minority shares for \$5 million to European Bank for Reconstruction and Development (“EBRD”), Simile Ventures and 212 Capital Partners. İş Investment acted as the sole sell-side advisor to Evim.net. The closing was realized on July 12th, 2013.

Evim.net

Founded in 2010 by Özen brothers and currently operating with close to 2 million members, Evim.net operates as an online site, selling furniture and home decoration, small home appliances, kitchenware, tableware, home fabrics and accessories.



EBRD has invested in more than 80 projects in Turkey and has dispersed over €2 billion in funds. Simile Venture Partners is a Russian based e-commerce and online company investment fund. With 8 investments in its portfolio, Evim.net is the 1st investment Simile has completed in Turkey. 212 Capital Partners is a Turkish based e-commerce and online company investment fund. Evim.net is the 8th investment of the fund.

İŞ INVESTMENT 

With its 10 branches, 2 representative offices and 2 subsidiaries abroad, İş Investment has a strong and widespread distribution network and as a leader in the secondary market transactions, it has also carried its strength and leadership to public offerings, mergers and acquisitions, private sector & project finance advisory and private equity advisory activities. Since 2000, İş Investment has closed 102 transactions worth more than \$9 billion and continues to enjoy its leading role in the sector.

Along with this transaction, İş Investment provided advisory services to Doğuş Çay on its acquisition of Kraft Gıda, to Trakya Cam on its acquisition of Richard Fritz GmbH Holding and HNG Float Glass Ltd., to Dharma İlaç on its acquisition by Expanscience, to Seramiksan on its acquisition of 50% of the shares of Italian Rondine SPA and Hakan Plastik on the sale of its majority shares to Georg Fischer for a total of 7 transactions in 2013.