



Warsaw, April 20th, 2021

Ringier Axel Springer Media partners with APX to support startups in CEE

Ringier Axel Springer Media and early-stage investor APX establish a strategic partnership and look for innovative startups in Central and Eastern Europe for cooperation and investment. Startups in the early stages of development can receive funding, mentoring and support. The official launch of the partnership will take place on May 11th during an online event.

Startups interested in cooperation with Ringier Axel Springer and up to EUR 500,000 in funding from APX can apply now via an online form on APX website: (<https://apx.vc/raspoland>)

Jovan Protic, COO Ringier Axel Springer Media comments: *"Technology and digital innovation are at the core of our DNA, so I am glad that with the support and experience of APX we are able to start working with startups more methodically than before. In the short term, we are happy to take advantage of tools provided by innovative companies that will enrich our current digital offering. In the long term, we may be open to investing where we see potential."*

APX is a very-early-stage startup investor. Based in Berlin and backed by Axel Springer and Porsche, APX supports and partners with the most ambitious pre-seed startups from Europe and beyond - often as their first investor. APX's model is flexible, combining investment with the support of an expert network. Investor offers up to EUR 500,000 per startup until a series A, starting with a quick EUR 50,000 investment for 5% equity. Since 2018, APX has invested in 80+ startups across 20+ industries with founders from 20+ countries together with 100+ co-investors.

Mor Eini, Strategic Partnerships & Growth Manager at APX, comments: *At APX, we believe Central and Eastern Europe will play a key role in the future of innovation. The region is full of great talents, innovative solutions, and creative thinking that will benefit the entire area and contribute to Europe becoming the most attractive place to start a new company.*

In addition to funding, APX offers support tailored to a startup's individual needs - and access to an extensive network of entrepreneurs, mentors and industry experts.

Details of the strategic partnership of APX and Ringier Axel Springer Polska with young, innovative companies and as well as first success stories will be disclosed in an online meeting on May 11th. The agenda includes a presentation from Tomasz Rudolf, Co-Founder & Executive Chairman of The Heart, and a discussion panel featuring founders of Airly and ThisThat, as well as Marek Kopec – Group Product Director at Ringier Axel Springer and Mor Eini, Strategic Partnerships & Growth Manager in APX.

Community partners of the event include The Heart, and OMGKRK.

About Ringier Axel Springer

Ringier Axel Springer Media is a leading media and technology company in Central and Eastern Europe. The group's portfolio includes leading publishing brands such as Onet, Blic, Blikk in Poland, Hungary, Slovakia and Serbia, as well as digital and e-commerce products.

About APX

APX is a very-early-stage startup investor. Based in Berlin and backed by Axel Springer and Porsche, APX supports and partners with the most ambitious pre-seed startups from Europe and beyond - often as their first investor. Since 2018, APX has invested in 80+ startups across 20+ industries with founders from 20+ countries together with 100+ co-investors. Find out more on [APX.vc](https://apx.vc).