
Press Release



SevenVentures Pitch Day 2022: Once again leading TV media investor organizes start-up competition for media services worth EUR 3 million and budget for own TV spot

- 11th edition of the competition under the slogan "Boost Your Brand"
- High-profile jury featuring founder Magdalena Oehl, SevenVentures CCO Florian Weber as well as angel investor and serial entrepreneur Johann "Hansi" Hansmann
- The four-week application period for German and international participants starts today and runs until June 5
- Final to be streamed live from Vienna for the first time on June 28 in renewed cooperation with the 4GAMECHANGERS Festival by ProSiebenSat.1 PULS 4

Unterföhring, May 9, 2022. Once again this year, the SevenVentures Pitch Day offers young companies a platform and the chance to gain sustainable advertising power. According to Forbes Magazine, the start-up competition is one of the most important in the world. It offers the winners the prospect of one of the most lucrative prizes in the start-up scene: media services for a full-video campaign worth EUR 3 million. In addition, the winning company will receive an extensive budget for the production of its own TV spot. **Young companies can now apply for this year's competition at www.sevencommerceandventures.com/pitchday.**

Innovative start-ups with consumer-oriented products and services have a chance to win. In addition, the companies should already be in a development stage in which they can profit sustainably from the advertising power of a moving image campaign and thus quickly scale their business model for a broad market. The competition, which this year takes place under the motto "Boost Your Brand", is primarily aimed at German B2C growth companies that want to gain a foothold in the domestic market, as well as international companies that are about to expand into the German-speaking region (Germany, Austria, Switzerland). The application phase runs until June 5, 2022.

Florian Weber, Managing Director and Chief Commercial Officer, SevenVentures: "As a well-established event among start-up competitions, the SevenVentures Pitch Day enables the winners to launch their own TV and digital campaign worth millions – a growth driver and success factor in the scaling phase of young companies. After all, TV advertising can decisively leverage the reach and awareness of a brand – and thus become a crucial advantage for asserting oneself in the respective market environment. I am delighted that the

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SevenVentures Pitch Day will again take place this year as a high-quality live streaming event. I am excited to see what strong pitches from committed and ambitious entrepreneurs await us.”

Nina Kaiser, Managing Director of ProSiebenSat.1 PULS 4 & Co-Founder of the 4GAMECHANGERS Festival: "With the SevenVentures Pitch Day, the ideas and visions of the current start-up scene are once again in the spotlight and we would like to actively support this in the spirit of our motto 'The Power of Cooperation'. We are looking forward to not only offering this event a digital, cross-border stage as part of our 4GAMECHANGERS Festival in 2022, but also to welcoming the pitchers live to our studio in the Media Quarter Marx in Vienna for the grand final show on PULS 24."

Top-class jury and live pitch in the final

The four selected finalists will pitch in front of a jury of proven industry experts: In addition to Austria's most successful start-up investor and serial founder Johann "Hansi" Hansmann, Florian Weber, Chief Commercial Officer of SevenVentures, and Magdalena Oehl, founder of TalentRocket and Deputy Chairwoman of the German Startups Association, will evaluate the presentations and select the most convincing business model. As in the previous year, the SevenVentures Pitch Day will be hosted by ProSieben presenter Steven Gätjen.

The final will be held as part of a live streaming event on June 28 from 7pm at the 4GAMECHANGERS festival in Vienna, which this year will be held jointly with ORF for the first time in Austrian media history, and will be broadcast internationally on the 4GAMECHANGERS online platform www.4gamechangers.io, as well as in Austria on PULS 24, and will be available on demand afterwards on the 4GAMECHANGERS platform.

About the 4GAMECHANGERS Festival

The 4GAMECHANGERS Festival in the Austrian capital Vienna has become one of the most important international digital conferences and offers a platform for personalities and digital projects from all industries and communities. It is organized annually by ProSiebenSat.1 PULS 4. In keeping with the motto "The Power of Cooperation", a milestone in Austrian media history will be reached in 2022: ORF will act as the new co-organizer and partner of 4GAMECHANGERS for the first time.

The 4GAMECHANGERS Festival 2022 - "Focused Edition" will be the hub of the international digital and media scene from June 28 to 30. On June 28 and 29 #4GC will present a virtual festival from the PULS 24 studios in St. Marx in Vienna. On 30 June, the grand finale will take place in Vienna's Marx Halle. Throughout the festival week, there will be exciting keynotes, panels and live performances with inspiring speakers, visionaries and the gamechangers of tomorrow.



Start-ups can apply for the SevenVentures Pitch Day from now until June 5 at www.sevencommerceandventures.com/pitchday.

About SevenVentures: SevenVentures is the investment arm of ProSiebenSat.1 and the leading TV media investor. As a partner for high-growth, consumer-centric companies, SevenVentures offers a flexible investment model comprising minority interests and media cooperations: In return for shares in their equity (media-for-equity) or revenue (media-for-revenue), companies primarily receive advertising slots on ProSiebenSat.1's stations. The investments focus first and foremost is on businesses in the consumer goods, retail and services sectors and on companies whose sustained success is likely to be stimulated by TV advertising.