

Press Release

Düsseldorf/Münster, November 23, 2021

Successful exit: NRW.Venture sells stake in FRONTASTIC

Münster-based start-up provides businesses with e-commerce support

NRW.Venture, the venture fund of North Rhine-Westphalian-owned NRW.BANK, has sold its stake in FRONTASTIC GmbH. The start-up from Münster provides a front-end management platform for online shops. The buyer of the shares is commercetools GmbH from Munich, a global market leader in e-commerce software.

“Online retail is booming – and so is the need for customised, high-performance e-commerce technologies,” says Thorsten Heldt of NRW.BANK’s NRW.Venture team. “With our investment in FRONTASTIC, we financed a start-up that addresses precisely this need. The company has now reached a point in its growth trajectory where it was able to arouse the interest of renowned market players.”

FRONTASTIC has developed a software that supports companies in creating their own online shops. Alongside other investors, NRW.Venture had acquired a stake in the Münster-based start-up in October 2019. This stake has now been acquired by commercetools, a company from Munich with which FRONTASTIC has cooperated ever since its foundation four years ago. Brands such as Universal Music, Flaconi and APG & Co. are already successfully using the combination of FRONTASTIC’s front-end technology and commercetools’ back-end system.

“The support from NRW.BANK has helped us to really take off. And now we are excited to take the next step in the development of our company and become part of the commercetools growth story. Together we will continue to push ahead with our goals at a global level,” says Thomas Gottheil, CEO and co-founder of FRONTASTIC.

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About NRW.Venture

NRW.Venture is the venture fund of NRW.BANK. The promotional bank for North Rhine-Westphalia uses it to support innovative and technology-driven start-ups that have a specific connection to North Rhine-Westphalia in developing, marketing and swiftly expanding their business model. The aim is to make North Rhine-Westphalia the number one federal state for innovation. Having operated in the market for over 15 years, the fund – together with private-sector investors – invests up to ten million euros of equity over several financing rounds. The NRW.Venture team is composed of 16 experts, some of whom have more than 20 years of VC experience. NRW.Venture has a total volume of 250 million euros.