



Media Release

Innovative digital multiple-use system: Social Chain AG acquires a stake in VYTAL

- **After deal in the German VOX TV Show „Die Höhle der Löwen“ (equivalent to the British „Dragons’ Den“):
Social Chain AG acquires 12.5 percent of the shares in the Cologne start-up VYTAL**
- **Broad awareness for a sustainable concept:
2.4 million viewers follow the pitch of the VYTAL founders on television**
- **Dr. Georg Kofler: „VYTAL is one of the most promising business models I have seen in „Die Höhle der Löwen“.**

Berlin/Cologne, 29 September 2020. An audience of millions for a good deal. 2.4 million TV viewers watched yesterday as Dr. Georg Kofler secured a stake in the Cologne start-up VYTAL for Social Chain AG in the VOX TV show „Die Höhle der Löwen“. Social Chain AG (WKN: A1YC99) has acquired a 12.5 percent stake in the company that offers the first digital and deposit-free, multiple-use system in Germany. "This is a good deal for VYTAL, Social Chain AG and the environment," says Kofler. The Chairman of the Supervisory Board and anchor shareholder of Social Chain AG is one of the investors in the VOX show "Die Höhle der Löwen". "The broad publicity will help to give VYTAL's idea a real boost," says Kofler.

The digital multiple-use platform from VYTAL offers high-quality, leak-proof food packaging for takeaway and delivery meals. VYTAL's partners are restaurants, delivery services, canteens and supermarkets. VYTAL is free for consumers. They register once in the VYTAL app and can then borrow and return bowls from any partner. So far, VYTAL has already attracted over 270 partners. Further information about VYTAL is available at vytal.org

"We want to make reusable packaging as simple and convenient as single-use packaging - only better," says Sven Witthöft, who founded VYTAL 2019 together with Dr. Tim Breker. "Better through functional, high-quality packaging and better through additional digital benefits. Consumers and companies learn how much packaging waste they have avoided. Pre-order solutions and bonus systems are in preparation. VYTAL offers many partners additional digital opportunities, from marketing to sustainability reporting. "It is precisely because of our digital DNA that Social Chain AG, with its integrated understanding of social media, is a perfect strategic partner," says Witthöft.



Kofler: "The founders see VYTAL as a movement against the packaging madness, and I can only emphasise that. The new awareness from the show will also increase the perception of VYTAL in social networks enormously. I think it's great that a programme like "Die Höhle der Löwen" is helping to bring an ecologically sound concept into the minds of an audience of millions. I am particularly pleased that we are successfully addressing the younger generation". Yesterday evening, the market share in the target group of 14 to 49-year-old viewers was 14.8 percent. This made "Die Höhle der Löwen" the market leader on yesterday's TV evening (20.15 to 23.00 hours).

Kofler was particularly convinced by the integrated platform concept with advantages for many different partners. "VYTAL is one of the most promising business models I have seen in "Die Höhle der Löwen". The broadest possible market penetration is the basis for VYTAL to be accepted by consumers. A take-away and delivery lunch without packaging waste and with a clear conscience is a great idea in itself. But only if it is made really easy for people to protect the environment will they do so. We want to show that companies can earn money and at the same time help to solve society's problems. As an investor, I will therefore personally accompany the founders with special dedication".

Contact:

Jana Walker | Senior Corporate & Brand PR Manager | E: press@socialchain.com |
T: +49 30 208 48 40 28

About The Social Chain AG

The first integrated social media company The Social Chain AG combines social media and social commerce. Social Chain is a pioneer in the creation, development and scaling of social media brands. The company's headquarters are in Berlin with offices in Manchester, London, New York and Munich. The company has a total of around 500 employees. The Social Chain AG shares are traded on XETRA and on the Düsseldorf stock exchange.

About VYTAL

VYTAL operates Germany's first digital and non-deposit multiple-use system with high-quality, leak-proof food packaging for takeaway and delivery meals. Customers register once in the VYTAL app or buy a VYTAL offline card and can use it to borrow freshly washed reusable bowls from each partner free of charge and return them after use. Processing is carried out digitally using the QR code on the VYTAL bowls. With the assistance of reminders, incentives, gamification and promotions, users are motivated to use and return the trays regularly in order to maximise the economic and ecological added value of the system. With a return rate of over 98 percent and an average rental period of three days, VYTAL achieves better return rates than the German bottle return system. VYTAL partners are restaurants, canteens and supermarkets that use VYTAL reusable packaging in a pay-per-use model. VYTAL partners pay a commission for each meal order as well as a fee per meal comparable to one-way packaging costs for the packaging service. VYTAL was founded in the summer of 2019 by Sven Witthöft (31) and Dr. Tim Breker (33) in Cologne. Since 1 March 2020, Dr. Fabian Barthel (41) has strengthened the original team.



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