



## **Jägermeister subsidiary M-Venture invests in hardware lifestyle brand Soundboks**

- **The investment unit of Mast-Jägermeister SE works consistently to bring the Best Nights to life**
- **Strategic partnership with loudspeaker start-up from Copenhagen**
- **Shared mission: Amplify music driven experiences to have the best nights of your life.**

*Wolfenbüttel, 02 September 2020.* M-Venture – the innovation and investment unit of the spirits manufacturer Mast-Jägermeister SE – is investing alongside Heartcore Capital in Soundboks, a young company from Copenhagen whose Bluetooth performance speakers amplify music driven experiences anywhere – from festival campgrounds to the slopes to living rooms and back yards around the world.

### **The Soundboks story**

Soundboks started when three high school friends from Denmark got together with a plan. They wanted to make a wireless Bluetooth speaker that would help them stand out at the legendary Roskilde Festival with the best beats and the best party. As soon as it made its big debut, they knew they had struck a nerve.

The three decided to go all in and founded Soundboks to develop and distribute a portable Bluetooth speaker that would survive the wildest nights and all the challenges of festival life while offering ultra-long battery life and enabling excellent sound anywhere. Today, around 100,000 Soundboks speakers in 40 countries deliver perfect beats to parties and festivals around the world. Beyond performance, they represent a cultural movement that celebrates community with plenty of creativity and fun.

**Jägermeister and Soundboks: the perfect fit**

The overall concept and striking similarities between the missions of Soundboks and Jägermeister quickly captured the attention of the Wolfenbüttel-based spirits manufacturer and its investment unit M-Venture. "Soundboks and Jägermeister revealed an incredibly natural brand fit," explains Christoph Goeken, Managing Director at M-Venture. "Just like Jägermeister, the guys from Soundboks have succeeded in transforming a product into a brand, creating a cultural phenomenon and rewriting the rules of nightlife. With so much common ground, it made perfect sense to join forces," says Goeken.

**Now even better Best Nights**

After investing in the start-up companies "ArtNight", "Taste Tours", "woov" and "ChargedUp", M-Venture is expanding the Jägermeister mission of giving young people the best nights of their lives by investing in the creators of the Bluetooth performance speaker "Soundboks". The investment was completed in mid-August 2020.

Jägermeister has collaborated for some time now in various markets and projects with Soundboks. Bringing M-Venture on board is the logical next step in a joint mission. "The global crisis has severely impacted nightlife around the world. With the Jägermeister initiative #savethenight we are supporting clubs, bars, artists and everyone who helps make the nightlife community. Meanwhile, Soundboks makes it possible to bring the Best Nights to new places and helps young people continue celebrating together," explains Christoph Goeken. "People are always looking for new ways to have fun outdoors. And here, too, we complement each other perfectly: Soundboks brings the sound, Jägermeister the drinks."

The strategic partnership with Soundboks will allow Jägermeister to continue its journey from a pure spirits producer to a "Best Nights Company" – one that



continually interprets and broadens its vision of giving young people the best nights of their lives in multiple ways.

## Contact

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## About M-Venture

M-Venture is the innovation and investment unit of Mast-Jägermeister SE, with the mission to shape the nightlife of the future. Through investments, strategic partnerships and new products and services, we are re-defining the Best Nights of the lives of our young urban target group.