



NEWS FROM KOLIBREE

Media Contacts:

Global: Norida Chin

norida.chin@kolibree.com

+33 6 35 35 05 56

North America: Marcia Simon

marcia@mseusa.com

+1 860 395 7244

Toothbrush Innovator Kolibree Completes First Round of Funding to Support Rapid Growth in U.S. Dental Market

June 10, 2015 (NEW YORK, NY USA) – Smart brushing is proving to be a promising investment for financial partners of French company Kolibree, makers of the first connected electric toothbrush.

Kolibree closed a Series A round of financing at the end of April 2015 with leading venture capital and industrial groups SEB Alliance, Innovacom, Cap Horn Invest and the Dental Investment Group for Health.

“Following a successful launch showcasing Kolibree’s innovative disruptive technology at CES (Consumer Electronics Show 2015), Innovacom is excited about our investment in Kolibree to keep the momentum going in North America,” said Innovacom partner Vincent Deltrieu.

As a result of this new funding, Kolibree is building relationships with growing numbers of dental professionals and consumers across the United States.

“Kolibree’s mission is to reduce the occurrence of oral disease by deploying the latest technology for prevention,” said Kolibree CEO Thomas Serval.

Kolibree’s fun interactive approach turns a child’s toothbrushing time from an argument into a game. Connected via Bluetooth® to either an IOS or Android device, Kolibree’s **Go Pirate** (for children) and **Coach** (for adults) – included in the free Kolibree app – motivate and train users to properly brush their teeth. Kolibree’s 3D motion sensors transmit real-time feedback on the length of time, areas brushed, and how hard the user brushes. Data is stored so parents can easily monitor the whole family’s progress toward developing proper oral care.

Developed by Dentists

Dentists know that most people don’t brush as long as they should to minimize the risk of cavities and gum disease. The Kolibree experience provides the right amount of enjoyment and distraction to make it easier to spend more time brushing. Dental practitioners have been a key part of the team during ongoing Kolibree development, making sure the goal of improving oral hygiene is met.

“We strongly believe that Kolibree is going to be a disruptive force in the field of health and dental hygiene by providing an innovative solution to problems that we, dental professionals, encounter daily. It is our opinion that Kolibree will open new avenues in the world of oral care,” said Dr. Eric Leclercq, president of the Dental Investment Group for Health.

Where to Buy

The Kolibree smart sonic electric toothbrush with 3D motion sensors is now available through dentist members of the Dentegra Smile Club (<https://www.dentegrasmileclub.com>) and online from kolibree.com and Hammacher Schlemmer (hammacher.com).

Lightweight and ergonomically designed to comfortably fit the hands of children as well as adults, each vibrating-head toothbrush comes with two brush heads. Additional three-packs of color-coded brush heads are available separately.

Kolibree will be represented at:

Pacific Northwest Dental Conference (Washington State Dental Association)

June 11-12, 2015

Bellevue, WA USA

BOOTH #528

American Dental Hygienists' Association 2015 CLL Annual Session

June 17-23, 2015

Nashville, TN USA

BOOTH #725

Blogger Bash

July 16-17, 2015

New York, NY USA

About Kolibree

Kolibree is a company dedicated to innovation of smart connected solutions. Kolibree's flagship product, the world's first connected electric toothbrush, uses proprietary technology to create an interactive toothbrushing experience that motivates children and adults and provides real-time feedback in an effort to improve oral care and prevent cavities and gum disease. **Go Pirate** and **Coach** are Kolibree's first mobile apps geared toward families. Kolibree has offices in New York, Paris and Hong Kong. For more information, visit kolibree.com, facebook.com/sharekolibree and twitter.com/kolibree.

About SEB ALLIANCE

SEB ALLIANCE is the corporate venture company of Groupe SEB, the world leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands including Tefal, Rowenta, Moulinex, Krups, Lagostina, All-Clad, and Supor, marketed through multi-format retailing. Selling some 200 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has nearly 25,800 employees worldwide. Groupe SEB has created SEB ALLIANCE to prepare for coming changes in the small domestic equipment market and to extend its innovation strategy to new technologies and expertise. With an initial capital of 30 M€, the fund prioritizes minority stake investments in innovative companies with high technological content operating in areas such as well being & food, connected world and sustainable world. www.seballiance.com

About Innovacom

Since its creation in 1988 in France where it pioneered venture capital industry, Innovacom has helped 300+ high-tech companies launch and grow their business internationally with offices in Paris, Stockholm and in Silicon Valley. Focused on innovative companies bringing high value to people and organizations, Innovacom's recent investments include promising companies like COZYCLOUD, INTERSEC, IS2T, I-TEN, MATRIX and OLEA MEDICAL. Through its seed venture capital fund technocom2 launched in 2012, Innovacom is an active investor able to support early stage innovative companies. Technocom 2 is sponsored by BPI France, Alcatel-Lucent, Orange, Groupe SEB and Soitec as strategic partners and financial contributors to the Fund. Visit www.innovacom.com

About CapHorn Invest

CapHorn Invest is an independent Venture Capital Firm whose LPs are over 100 business executives and family offices. Our team relies on this strong network of experienced business leaders to boost our portfolio companies and provide them with direct commercial connections to decision makers. We invest in companies bringing digital transformation to mature markets. www.caphorninvest.fr