

STELLA EOC

Equity financing for Travelstart from Amadeus Capital and MTN Group

2016

Travelstart: Dominating Africa, the last frontier in online travel

“The capital increase is fantastic for us. Stella EOC have guided us through this rather complex process, supporting us every step of the way, with great dedication and insight. Most importantly they have found us the best possible investors and partners that will help Travelstart continue its successful journey with accelerated growth. I’m very grateful for having them on my team, for their professionalism and for our friendship.”

Stephan Ekbergh, Founder and CEO of Travelstart

Raised

USD 40m

2015 gross bookings

USD 200m

Revenue CAGR last 5 FYs

35%

Market share in South Africa

75%

Headquarters

Cape Town,
South Africa

The number one OTA in Africa, Middle East and Turkey

Travelstart was originally founded in Sweden in 1999 by its founder and CEO Stephan Ekbergh, and is operating in Africa from its Cape Town headquarters since 2006.

The company has profitably grown into the largest online travel company in South Africa with over 75% market share and entered other emerging markets across the Middle East and Africa, achieving annual gross bookings above USD 200m in 2015 and market leadership positions in Nigeria, Egypt, and Kenya.

A flight-centric OTA serving 16 markets in the AMET region, Travelstart is a travel industry pioneer that leverages its leading position to make the most of a rapidly changing and fast-growing market.

The largest financing round ever in Africa

In February 2016, Travelstart announced a USD 40m funding round from Amadeus Capital Partners, the global technology investor, and Africa’s largest mobile telecommunications provider MTN Group.

The investment will support the expansion of Travelstart into key markets and the growth of its team and product offering, at the same time as the Company develops a strategic partnership with MTN Group, which will support their expansion via its unrivalled mobile network in Africa.

A longstanding relationship

Stella EOC advised Stephan Ekbergh (CEO and Founder of Travelstart) for the first time in 2010 during the sale of Travelstart’s Nordic business to private equity-backed consolidator European Travel Interactive (Etraveli).

Stella EOC acted as sole advisor to Travelstart.