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# Latin America social commerce platform Facily raises US\$135 million in Series D extension

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- *The company reaches unicorn status and has raised more than US\$500 million over the past 12 months*

**São Paulo, Brasil, 23 December 2021 - Facily, the leading social commerce platform in Latin America, has received a US\$135 million Series D-1 investment from a group of investors led by Goodwater and Prosus. The round is an extension of the US\$250 million Series D announced in November, adding up to more than US\$500 million in capital raised by the Company in the past 12 months, and positioning Facily as the first unicorn in the Latin American social commerce space.**

Present in 9 states in Brazil and with more than 7 million active users, Facily has experienced exponential growth over the last year, leveraging its asset-light community-group-buying model, logistics network and technology platform. The company now ranks as one of the fastest-growing worldwide shopping apps, according to App Annie.

Facily was founded by Diego Dzodan, Luciano Freitas and Vitor Zaninotto in 2018 with the mission to eliminate the barriers of traditional e-commerce to provide low-income populations in Brazil better access to affordable products. "Our mission is focused on providing our customers with high quality goods at the lowest prices by leveraging community group buying - and all in a very efficient manner," says Diego Dzodan, co-founder and CEO of Facily.

According to Dzodan, Facily is still in the early stages of addressing the vast market opportunity in just Brazil. Approximately 85% of the Brazilian population spends an average of 65% of their family income on food and so far have been all but excluded from traditional e-commerce.

"Facily's mission to offer everyday goods at the lowest prices resonates deeply with all Brazilians, especially in a time of rising inflation," says Chi-Hua Chien, Co-Founder and Managing Partner at Goodwater. "Facily has disrupted multiple supply chains via social commerce and in the process built a powerful platform that provides for the daily needs of millions of Brazilian families."

"Facily identified early on that social commerce is a rapidly growing, sustainable channel for commerce, yet lacked inclusivity in Latin America," said Denis Pedreira, Latin America Investments, Prosus. "The company's model ensures customers have the best prices for goods, expanding access to affordable products with the convenience that comes with online shopping. In line with our investment thesis to zero in on sectors of the economy where technology can lead to meaningful change in consumer behaviour and economics, we believe in Facily's mission and are excited to partner with the team to expand social commerce throughout Latin America."

Besides Goodwater and Prosus, the round had the participation of other relevant investors, including Spruce House, Rise Capital, JS Capital, Tru Arrow, Quona, Citius and Convivialité Ventures. With the proceeds, Facily will continue investing in technology and logistics, strengthening its position as the leading social commerce platform in Latin America.

"The support of top investors in Latin America and beyond has allowed us to scale exponentially in a short period of time and their ongoing commitment to our strategy validates the huge potential of our business model," says Dzodan.

**About Facily**

Facily is the first social commerce platform in Latin America. Founded in 2018, the business aims to promote group shopping and connect consumers to the best prices and multi-category products.

## About Goodwater

Goodwater's mission is to empower exceptional entrepreneurs who are changing the world through consumer technology. We are devoted to the entrepreneurs who pioneer powerful new platforms that serve consumer needs across housing, healthcare, food, financial services, transportation, education, and entertainment. Our team has more than 40 years of experience investing in leading consumer technology companies around the world, with a portfolio spanning over 25 countries. Goodwater and its partners have been honoured to invest in and help build leading companies such as Chegg, Coupang, Daangn Market, Everly Health, Facebook, Getir, Greenlight, Kakao, MoMo, Monzo, musical.ly/TikTok, Spotify, Stash, Toss, Twitter, Weee!, and Xendit. For more information about Goodwater Capital, please visit [www.goodwatercap.com](http://www.goodwatercap.com).

## About Prosus:

Prosus is a global consumer internet group and one of the largest technology investors in the world. Operating and investing globally in markets with long-term growth potential, Prosus builds leading consumer internet companies that empower people and enrich communities.

The group is focused on building meaningful businesses in the online classifieds, food delivery, payments and fintech, and education technology sectors in markets including India and Brazil. Through its ventures team, Prosus invests in areas including health, logistics, blockchain, and social commerce. Prosus actively seeks new opportunities to partner with exceptional entrepreneurs who are using technology to improve people's everyday lives.

Every day, billions of customers use the products and services of companies that Prosus has invested in, acquired or built, including [99minutos](#), [Airmeet](#), [Aruna](#), [AutoTrader](#), [Autovit.ro](#), [Azos](#), [BandLab](#), [Bibit](#), [Bilt](#), [Biome Makers](#), [Borneo](#), [Brainly](#), [BUX](#), [BYJU'S](#), [Bykea](#), [Captain Fresh](#), [Codecademy](#), [Collective Benefits](#), [Creditas](#), [DappRadar](#), [DeHaat](#), [Detect Technologies](#), [dott](#), [EduMe](#), [ElasticRun](#), [eMAG](#), [Endowus](#), [Eruditus](#), [EVERY](#), [Facily](#), [Flink](#), [Foodics](#), [Good Glamm Group](#), [GoodHabitZ](#), [GoStudent](#), [Honor](#), [iFood](#), [Imovirtual](#), [IndiGG](#), [Klar](#), [Kovi](#), [LazyPay](#), [letgo](#), [Luno](#), [Mensa Brands](#), [Meesho](#), [merXu](#), [Movile](#), [Oda](#), [OLX](#), [Otodom](#), [OTOMOTO](#), [Oxford Ionics](#), [PaySense](#), [PayU](#), [Pharmeasy](#), [Platzi](#), [Property24](#), [Quick Ride](#), [Red Dot Payment](#), [Republic](#), [Sharebite](#), [Shipper](#), [ShopUp](#), [SoloLearn](#), [SpotDraft](#), [Stack Overflow](#), [Standvirtual](#), [Spendflow](#), [Superside](#), [Swiggy](#), [Thndr](#), [Tonik](#), [Ula](#), [Urban Company](#), [Vegrow](#), [Virgio](#), [watchTowr](#), and [Wayflyer](#).

Hundreds of millions of people have made the platforms of Prosus's associates a part of their daily lives. For listed companies where we have an interest, please see: [Tencent](#), [Delivery Hero](#), [Remitly](#), [Trip.com](#), [Udemy](#), [Skillsoft](#), and [SimilarWeb](#).

Today, Prosus companies and associates help improve the lives of more than two billion people around the world.

Prosus has a primary listing on Euronext Amsterdam (AEX:PRX) and secondary listings on the Johannesburg Stock Exchange (XJSE:PRX) and a2X Markets (PRX.AJ). Prosus is majority-owned by Naspers.

For more information, please visit [www.prosus.com](http://www.prosus.com).

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