

Press Release

Private Equity Fund EMERAM invests in newly founded diva-e Digital Value Enterprise, a leading German e-commerce service provider

Munich, 23 December 2015 – Funds advised by Munich-based EMERAM Capital Partners GmbH (“EMERAM”) signed an agreement on 23 December 2015 to acquire diva-e Digital Value Enterprise GmbH (“diva-e”). diva-e unites six leading e-commerce service providers that are being acquired simultaneously in the transaction with funding provided by EMERAM and the sellers. The parties agreed not to disclose the purchase price. The transaction remains subject to approval by antitrust authorities.

Today, diva-e is already among the top 10 service providers in the e-commerce and digital agency sector. The six companies that make up diva-e will record a consolidated turnover of approximately 45 million euros in 2015 and have around 380 employees. Customers of diva-e include Deutsche Bank, E.ON, dm drogeriemarkt and Zalando. diva-e brings together a broad range of expertise at every stage of the digital value creation chain:

- Strategic brand consulting and multi-channel marketing (kom)
- Development of e-commerce and content management platforms (Netpioneer)
- Implementation and operation of e-business systems with back-end and SAP integration (Ageto)
- Front-end design, implementation and UX optimisation of online projects and mobile apps (zeros+ones)
- Performance and content marketing (Textprovider)
- Hosting and infrastructure services (First Colo)

Axel Jahn, CEO of diva-e Digital Value Enterprise GmbH, said: “Under the diva-e umbrella, we offer our customers an extensive product portfolio allowing them to implement their digital strategies from a single source. Having bundled all our competences, we are now able to complete even larger and more attractive projects. In EMERAM, diva-e has found a capable partner to integrate the six firms and drive their joint development going forward. Due to the expertise, network and commitment of the founding partners, EMERAM was quickly identified as our partner of choice.”

The portfolio of solutions offered by diva-e covers all services from strategic brand consulting to digital platforms and data hosting. The range of services, sector expertise and customer base of the individual companies complement each other and offer significant growth potential, including from up/cross-selling synergies. diva-e companies will retain their current corporate structure. The long-term goal is to become one of the top three providers of e-commerce and digital services in German-speaking Europe.

Dr. Kai Obring, Founding Partner of EMERAM Capital Partners, said: “With its comprehensive service portfolio, diva-e is active in a veritable future market with great growth potential. The unique service portfolio of diva-e also opens up diverse expansion opportunities in the full service spectrum, opportunities that we intend to exploit in partnership with the diva-e management by pursuing a

buy-and-build strategy. With diva-e we have the chance to play an active role in the consolidation of the digital agency market.”

Co-CEO Tilman Au, responsible for integrating the companies, emphasised: “We are in the process of uniting six highly successful industry specialists, all considered experts in different fields, and forming a single company. By doing so, we are unlocking huge potential, including for our employees. From e-commerce, content and digital marketing services to retail competences – corporate clients of diva-e receive services in all major disciplines of e-business within the network of one umbrella company.”

The equity for this transaction was provided by EMERAM Private Equity Fund I. EMERAM Capital Partners was advised by Pöllath & Partners (legal, tax), Alvarez & Marsal (financial), Rautenberg & Co (commercial), Luther (tax due diligence) and Willis (insurance).

About EMERAM Capital Partners

EMERAM Capital Partners is an independent private equity firm for mid-cap companies in the German-speaking area. Funds advised by EMERAM Capital Partners provide capital to drive the development of companies, drawing upon a fund volume of EUR 350m. Its team of experienced investment experts currently oversees four portfolio companies: Boards & More, BENCH International, Hussel and Matrix42.

EMERAM Capital Partners regards itself as a long-term business development partner for companies in five industry sectors: consumer goods, retail, industrial goods, business services and healthcare. The six founding partners combine in-depth market knowledge with operational experience in these sectors. Together, the team has successfully closed over 25 transactions and supported the development of portfolio companies by serving on over 40 advisory boards and supervisory boards. EMERAM Capital Partners was founded as an independent partnership in Munich in 2012.

About diva-e Digital Value Enterprise GmbH

Headquartered in Berlin, diva-e Digital Value Enterprise GmbH (www.diva-e.com) offers companies the complete portfolio of solutions for successful e-business from a single source. As a capable partner with longstanding and comprehensive expertise in the market, diva-e supports companies in the planning, implementation and optimisation of their projects at every stage of the digital value creation chain by providing the following services: strategic brand consulting, modifications and individual development of e-commerce platforms and corporate websites, back-end integration, front-end design, user experience optimisation, content management platforms, online performance and content marketing, development and design of mobile apps and hosting services.

diva-e was founded in 2015 in a merger of six established firms, Ageto, First Colo, kom, Netpioneer, Textprovider and zeros+ones, which each specialise in different e-business services and are among the leading providers in their respective fields. With a total turnover of around 45 million euros and approximately 380 employees, diva-e is one of Germany’s largest service providers in the e-business sector.

Many of Germany’s top 100 companies already benefit from solutions and services provided by the firms united under the umbrella of diva-e GmbH, including: 1&1, AMD, Bauerfeind, Bayer, Beiersdorf,

Deutsche Bank, dm drogeriemarkt, Ebay, Edeka, EnBW, E.ON, Hypo Vereinsbank, Intersport, Postbank, Unilever, and Zalando.

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