

PREMIUM Equity Partners acquires heinekingmedia GmbH

Expansion of market position in UCC solutions for Education and Corporate

Hanover and Frankfurt am Main, July 2, 2021

Funds advised by PREMIUM Equity Partners, Frankfurt am Main, together with Kempen Private Markets Fund, Amsterdam, have acquired heinekingmedia, based in Hanover.

heinekingmedia is a fast-growing hidden champion in the field of digitalization of educational institutions and schools, both classrooms and pedagogy as well as administration. The product portfolio includes collaborative hardware and software solutions (UCC / Unified Communications and Collaboration) that digitally optimize the flow of information and communication between educational institutions, schools, students, teachers, and parents. Today, more than 10,500 schools in Germany already rely on the products and services of the market leader, and more than 1.5 million users use its DSGVO-compliant mobile apps, messaging apps and collaborative software solutions. These are suitable for both face-to-face and remote learning, as well as collaborative use in virtual meeting rooms.

With the support from PREMIUM, heinekingmedia will make a significant contribution to the digitalization of schools and educational institutions and accelerate initiatives such as those of the German government under the DigitalPakt Schule to improve the digital education infrastructure. In addition, PREMIUM will enable growth to expand and globalize its product portfolio, particularly in software and content solutions.

PREMIUM acquires heinekingmedia as part of a succession solution for the previous founders and the MADSACK Media Group. The founders will join the company's advisory board. The new CEO, Markus Doetsch - supported by Annette Ohlich - will strengthen the management of heinekingmedia. Both have already successfully managed growth companies in the digitalization sector in the past.

Johannes Harries and Andreas Noack, Managing Directors of heinekingmedia: „As founders, we are pleased to have found the right partner in PREMIUM Equity Partners so that the successful development can now be continued again as an independent company. The professional and trustful cooperation with PREMIUM convinced us that in this partnership the company can be further developed in an optimal way. Therefore, we are also looking forward to a close cooperation in the future.“

Fabian Walesch, Managing Partner of PREMIUM adds: „As market leader, heinekingmedia has extraordinary growth potential. In recent years, the company has been able to establish an outstanding market position thanks to its innovative products and broad, customer-focused sales and service network. We look forward to working with Markus Doetsch and the founders to realize the planned growth of the company and its potential, and to support the schools in their needed digitalization projects as the best partner.“

About PREMIUM Equity Partners

PREMIUM Equity Partners is an investment company founded in 2011 with a focus on strong niche companies in the DACH region with revenues between EUR 10 million and EUR 50 million. PREMIUM invests capital in the context of growth financing, succession solutions and spin-offs. In each investment, PREMIUM combines its many years of transaction and financing experience with the industry know-how of its industry partners. heinekingmedia is PREMIUM's eighth transaction.

The investment by PREMIUM Mittelstand Fund II GmbH & Co. KG benefits from the financial support of the European Union under the European Fund for Strategic Investments („EFSI“). The purpose of the EFSI is to support the financing and implementation of economically viable investments in the European Union and to ensure improved access to financing.

About heinekingmedia

heinekingmedia GmbH develops modern screen communication and collaboration solutions for companies, schools, public authorities and the retail market. With more than 60 employees, it serves over 10,500 customers with 20,000 displays sold and 1.5 million app users daily.

heinekingmedia is a leading provider in the digitalization of educational institutions. The company is best known for its products Digitales Schwarzes Brett® (DSB®), Digitale Tafel and the tafel.cloud®.

Supported by founder and mentor Willi Heineking, heinekingmedia was founded in 2006 by Johannes Harries and Andreas Noack at the age of 22. heinekingmedia works in association with national and international partners. heinekingmedia continues to develop privacy-compliant and contemporary communication and collaboration solutions that enable secure and effective exchange.

More information: www.heinekingmedia.de and www.premium-equity.de

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