

Market Entry Austria: Heinekingmedia Acquires Distributor and System Integrator J. Klausner Professional Multimedia

Hanover and Innsbruck, May 31, 2022

Heinekingmedia, a portfolio company of funds advised by PREMIUM Equity Partners, Frankfurt am Main, acquired on April 8, 2022 J. Klausner Professional Multimedia GmbH, a leading Austrian company for media technology, AV distribution and system integration. This successful market entry in Austria is part of Heinekingmedia's European growth strategy.

Heinekingmedia is a pioneer and market leader in Germany in the areas of digital education and communication and collaboration. The Hanover-based company develops and sells solutions for screen communication, professional secure messaging, and other IT services. The sales focus is on the education, corporate (B2B), retail, government, and public sector markets. The product portfolio includes, for example, hardware and software solutions from the Unified Communications and Collaboration (UCC) sector as well as content solutions. In Germany, Heinekingmedia has around 10,500 schools as customers in the education sector alone and more than 1.5 million messaging users on its own platforms.

Markus Doetsch, Group CEO of Heinekingmedia: "With J. Klausner Professional Multimedia we have acquired a well-established AV distributor and system integrator in Austria. The company fits to Heinekingmedia because it is also the market leader for digital boards and presentation technology in Austria. The acquisition strengthens our market position as a leading provider and partner for the digitalization of education in the DACH region."

Jasmin Klausner, Managing Director of J. Klausner Professional Multimedia, adds: "We benefit from the takeover because we can broaden our portfolio with the proven and high-quality products and solutions of Heinekingmedia. In addition, we are now part of a pan-European group, which allows us to further strengthen our leading market position here in Austria."

J. Klausner Professional Multimedia will remain a separate brand. The management and employees will continue in their current functions and roles. This also applies to contracts with partners and customers accordingly. Heinekingmedia took over 100 percent of the shares in J. Klausner Professional Multimedia.

Fabian Walesch, Managing Partner at PREMIUM Equity Partners, says: “An important part of the company’s further growth is the internationalization of its business. We are pleased that shortly after our investment in Heinekingmedia and the subsequent market entry in Switzerland in November 2021, the next step towards a consolidated DACH and European growth strategy can now be implemented with this add-on acquisition in Austria.”

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 industrial partners.

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 ensure improved access to finance.

More Information:

<https://heinekingmedia.de/>

<https://klausner.at/>

<https://www.premium-equity.de/>

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