



PALA
CORPORATE FINANCE

DIGITAL MARKETING SECTOR REPORT

Q1 2025

Hamburg 2025

PALA IS THE NO. 1 PARTNER TO SMALL & MEDIUM SIZED COMPANIES

PARNTER LED ADVISORY BOUTIQUE

CORPORATE FINANCE MANDATES

+30

M&A transactions closed

+€2BN

Total transaction volume



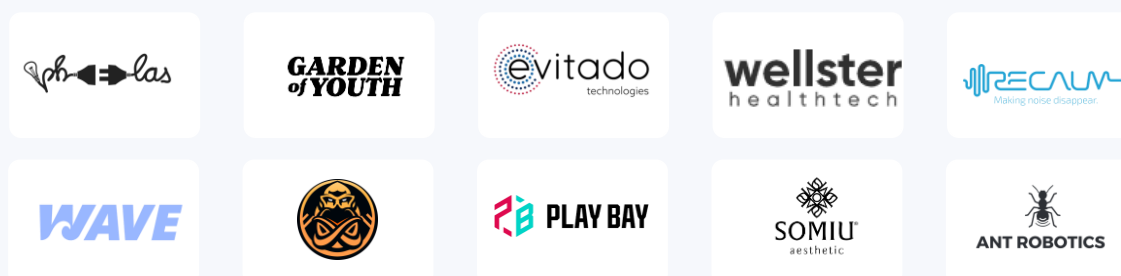
STARTUP MANDATES

+40

Startups advised

+€100M

Total financing volume



SERIEL ENTREPRENEURS WITH STRONG EXPERIENCE

We focus on industries where we possess deep industry expertise gained through our own founding experience or successfully closed transactions



3

Startups founded



5

Companies advised in 2024



WHY WE ARE DIFFERENT



We are entrepreneurs



We found companies



We act as business angel



We have large cap experience



We are success driven

ABOUT US



PALA is an independent financial advisor established to identify, service and execute transactions across high-growth sectors

PALA provides advice on mergers and acquisitions, strategic consulting, capital raising and corporate finance

The firm serves venture capital, private equity, startups, and family-owned business worldwide. For more information

LEARN MORE ABOUT PALA

LEARN MORE ABOUT OUR SERVICES

LEARN MORE ABOUT OUR MANAGING PARTNERS

REQUEST A MEETING

KEY FACTS AND FIGURES

**ENTREPRENEURS
INNOVATIVE
EXPERIENCED**

5
*Total
Professionals*

+30
*Transactions
Completed*

+20
*Years of
Experience*

+€2BN
*Transaction
Volume*

60%
*Cross-border
Deals*

OUR SERVICES

M&A



- Sell side
- Buy side
- MBI/MBO

BUY AND BUILD



- Consolidation Strategy
- Market research & Approach

SUCCESSION



- Sale preparation
- Deal structuring

DEBT ADVISORY



- Structuring of debt and equity
- Capitalization
- Venture debt

CORPORATE VENTURE CAPITAL (CVC)



- Startup research
- Investment advisory & management

VALUATION



- Forecast & company valuation
- Fairness opinion

SELECTED REFERENCES



MAQUET
GETINGE GROUP



DZM

ARDIAN

Katjes

W WEBNIQUE

Advent International
GLOBAL PRIVATE EQUITY

apotal.de
IHRE VERSANDAPOTHEKE

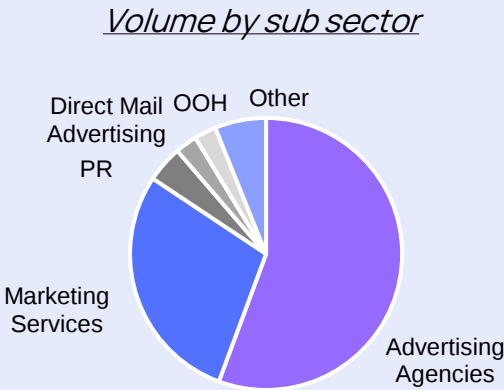
EVP

wellster
healthtech

DÜRR

DIGITAL MARKETING M&A DASHBOARD

TRANSACTION SPLIT BY ...



Volume by Acquirer

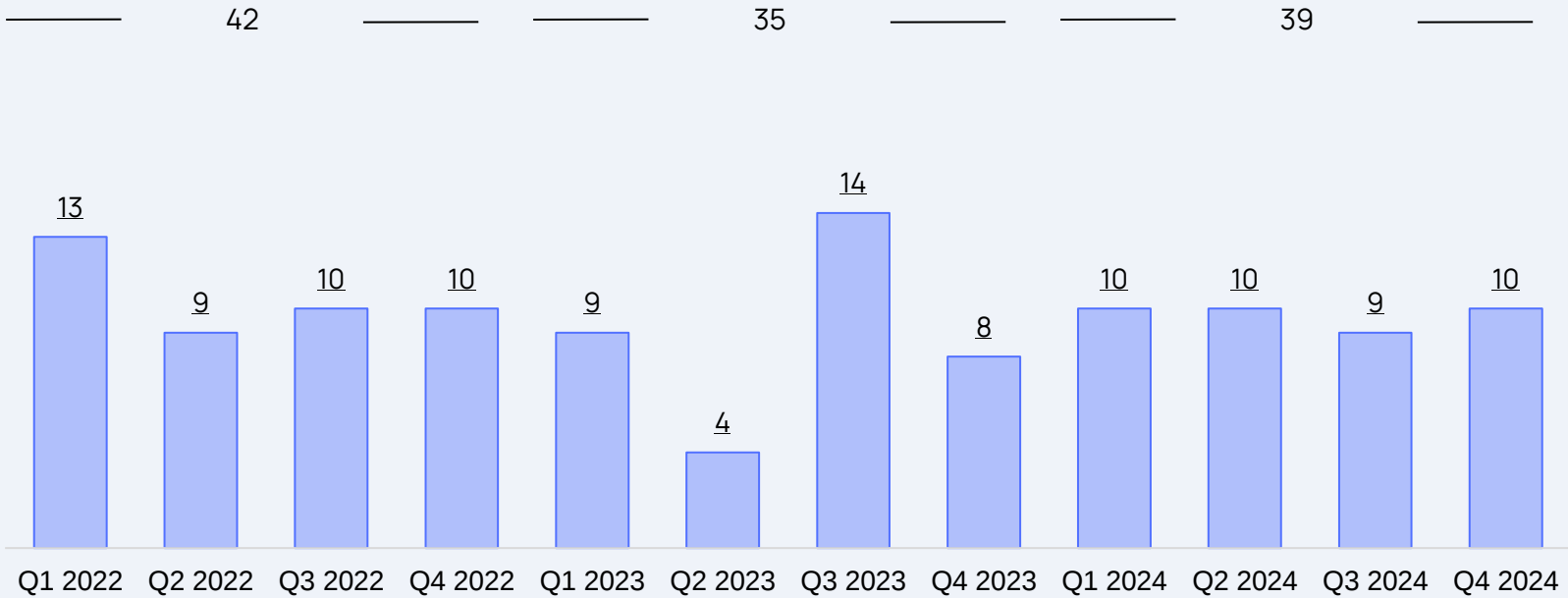


TRANSACTION DEVELOPMENT

Digital marketing sector has experienced a consistent high deal volume in DACH since Covid-Peak in 2020-2021

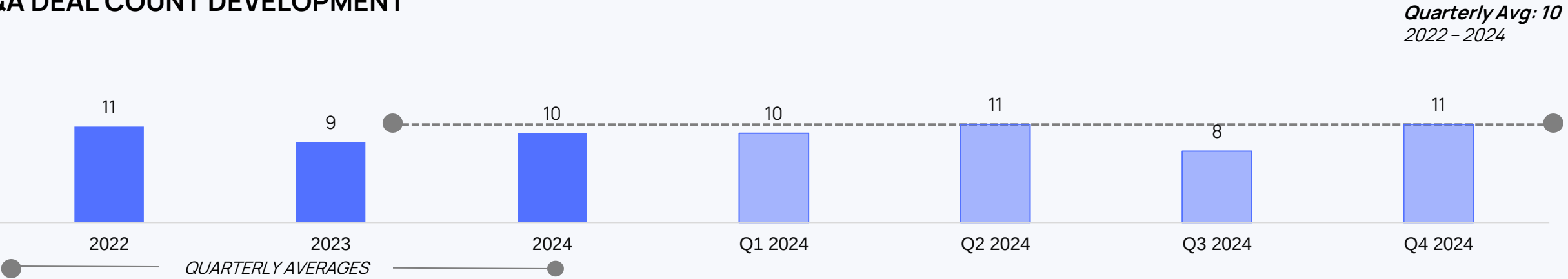
116
Transactions 2022-2024

Activity in Digital Marketing (# transactions)



DIGITAL MARKETING ACTIVITY IN GERMANY, AUSTRIA AND SWITZERLAND

M&A DEAL COUNT DEVELOPMENT



M&A TRANSACTIONS

MOST RECENT	Date	Target	Acquirer	Target Description
	Dec-24			Retail and sales specialists
	Dec-24	SESAMY		Talent management agency
	Nov-24			Screen marketer
	Nov-24			Communication agency
	Nov-24			Creative marketing firm
	Sep-24	adlicious		Digital advertising agency

BUYERS TO WATCH









REASONS FOR ONGOING INTEREST OF PRIVATE EQUITY IN DIGITAL MARKETING ASSETS

01

LOW CAPITAL REQUIREMENTS

- Low capital requirements for scaling operations, allowing Private Equity firms' significant returns on investment without the need for extensive infrastructure or heavy operational costs
- Post-merger integration is simplified, as the primary focus is on teams, culture, and processes.
- Recurring revenue models providing predictable cash flow and lower financial risk, making them highly attractive to investors
- Scale efficiently with limited additional capital, leveraging technology

02

MINIMIZE RISK

- Majority of owners are young, motivated and does not have to sell their company
- Founders often prefer to stay and grow the business together with Private Equity partners, ensuring alignment of interest and reducing operational risk
- Reinvestment by founders and earn-out agreements align incentives, ensuring a smooth transition and continued commitment to business performance post-acquisition.

03

FRAGMENTED & GROWING INDUSTRY

- Digital marketing is still a highly fragmented market, allowing private equity to establish dominant player
- The market is growing, and the rise of AI creates opportunities for digital business to innovate and grow further

ACQUISITIONS

MYTY®

mi

Obsidian
Media



BPE

Listed



AUCTUS

findos 

5

4

3

2

2

SESAMY **TRIO** *SIR MARY*
yellow monami®



**NEW
FLUENCE**


$$\frac{\text{OH}}{\text{SO}}$$

34

a Hill+Knowlton
company



XPOSE360



engaging user experiences



Projecter

OUR TEAM FOR YOUR SUCCESS

PALA CORE TEAM



PATRICK BAUER

Managing Partner

Patrick founded **PALA** in 2021 with the vision to provide top notch advice to entrepreneurs from future-oriented sectors

Patrick is a serial entrepreneur with a strong background in the investment banking industry. Prior to founding PALA, Patrick served as a Vice President at Ferber & Co.



LAURENS AHLRING

Managing Partner

Laurens founded **PALA** in 2021 with the vision to revolutionize the investment industry through new innovative approaches.

Prior to PALA he worked in the Investment Banking industry, which equipped him with a strong financial experience and most recently he founded his own startup.



VALERIIA BAZHANOVA

Associate

Valeriia acts as Associate for **PALA** and is responsible for the execution of M&A transactions and startup projects.

Prior joining PALA, she worked for the leading accounting firm Mazars. Valeriia holds a Bachelor of Science in Leadership Management and has a background in accounting.

INDUSTRY EXPERTS



MORITZ MÜHLECK

Industry Expert

Moritz is member of the advisory board and a renowned entrepreneur in the fitness and leisure industry.

As founder and CEO of the fitness chain Fit/One he has made a significant contribution to the company's success since 2014.



FRANK AHLRING

Financing Expert

Frank has been working in the financing industry for over 40 years and acts as financing expert to PALA

Prior to starting his own financing advisory Frank worked in the Corporate Banking division of Commerzbank Bremen.

PRIVATE AND PALA REFERENCES

SELL SIDE ADVISOR ALPHA PET Sold to capiton	BUY SIDE ADVISOR Oakley Capital Acquisition of WINDSTAR MEDICAL	SELL SIDE ADVISOR EVP Sold to capiton	BUY SIDE ADVISOR R Acquisition of medpex	ADVISORY FAKTOR MENSCH Consulting	SELL-SIDE ADVISOR WAVE Sold League Spot to FC Bayern	FOUNDER PLAY BAY Seed Funding
BUY SIDE ADVISOR point rouge Acquisition of tree	SELL SIDE ADVISOR MAQUET GETINGE GROUP Sold Medap Therapy to ATMOS MedizinTechnik	ADVISOR AV Funding Round	ADVISOR wellster healthtech €80M Series B	BUY SIDE ADVISOR Dermapharm AG Kompetenz hautnah Acquisition of allergopharma	BUY SIDE ADVISOR Dermapharm AG Kompetenz hautnah Acquisition of EUROMED	SELL SIDE ADVISOR DZM Sold to halder
SELL SIDE ADVISOR team technik PRODUCTION TECHNOLOGY Sold to DÜRR	BUY SIDE ADVISOR Advent International GLOBAL PRIVATE EQUITY Acquisition of BONTAS	BUY SIDE ADVISOR Advent International GLOBAL PRIVATE EQUITY Acquisition of DEUTSCHE FACHPFLEGE GRUPPE Qualität verbindet	SELL SIDE ADVISOR Vitanas Sold to OAKTREE	ADVISOR S 04 €50M Bond placement	BUY SIDE ADVISOR R Acquisition of apo-rot	SELL SIDE ADVISOR apotal.de IHRE VERSANDAPOTHEKE Sold to R



PALA
CORPORATE FINANCE

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STRATEGIC ADVICE
SCALE-UP

palacf.com