



Performance Marketing Specialist YIELDKIT and Waterland enter into partnership for further growth

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Waterland Private Equity acquires a majority stake in performance marketing specialist YIELDKIT. With the help of Waterland, company founder Oliver Krohne, CEO Daniel Neuhaus and tech entrepreneur Lars Hinrichs want to develop the software platform into a market leader through a buy-&-build strategy. The company founder, the CEO and the venture capitalist will continue to hold a significant stake.

The platform offers digital publishers and advertisers a solution for implementing performance marketing strategies. For this purpose, YIELDKIT works with over 60 networks and has built up a base of more than 45,000 active advertisers who can be deployed on over 374,000 domains.

With a workforce of 30 employees, YIELDKIT generated revenues of €33 million in 2020, an increase of around a third compared to the previous year. YIELDKIT was founded in 2009 in Hamburg, Germany by Oliver Krohne and is currently active in over 160 countries. The largest revenue contribution comes from the DACH region, followed by the UK, other European countries, USA, Brazil, India and Russia.

BLOMBERG Legal & Tax (Alexander Pupeter and Svetlana Heil) provided tax advice to Oliver Krohne and Lars Hinrichs. Luther Rechtsanwälte (Jürgen Tielmann, Joachim Heinemann und Johanne Knop) provided legal advice. Parklane Capital (Sven Schröder) acted as financial advisor for the owners.

BLOMBERG is a new high-end tax boutique based in Munich, Germany.

The law firm focuses on advising companies and investors, in particular on M&A transactions, corporate structuring issues, and disputes with tax authorities.

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