



## Flipp and MEDIA Central merge to become the world's leading provider of drive-to-store marketing

Munich, Germany; 10 January 2025

The Canadian technology company and leader in digital merchandising, **Flipp Operations Inc.** and the **MEDIA Central Group**, European leader in drive-to-store marketing, have joined forces. This industry-defining partnership combines the leadership and expertise of both companies to serve thousands of blue-chip retailers and brands in 27 global markets, reaching over 400 million households. The merger creates a shared platform that helps retailers and brands shape customer demand.

The new ownership structure consists of majority owner Truelink Capital and includes Insight Ventures, the Bregal Unternehmerkapital Funds, and Highland Europe.

Flipp helps major retailers and brands in the United States and Canada improve their digital merchandising by creating and distributing local promotions to millions of shoppers. MEDIA Central offers data-driven 360° solutions for major retailers and brands across Europe, Australia and Latin America through its leading traditional and digital business units, including ShopFully, Offerista and Yagora. Flipp and MEDIA Central will retain their brands and continue to serve customers in their respective markets.

BLOMBERG (Alexander Pupeter) provided tax advice to the founding partners of Media Central in connection with this transaction.

BLOMBERG is a high-end tax boutique based in Munich, Germany. The law firm focuses on advising entrepreneurs, companies and investors, in particular on M&A transactions, corporate structuring issues, succession planning and disputes with tax authorities.

### Contact:

Alexander Pupeter

BLOMBERG Pupeter Heil Rechtsanwälte Steuerberater PartmbB

Phone: +49 (0)89 – 26 20 34 211 - E-mail: a.pupeter@blomberg-legal.de

**BLOMBERG** Pupeter Heil Rechtsanwälte Steuerberater PartmbB  
Kaufingerstr. 8, 80331 Munich, Germany  
Reg. off.: Munich, AG München PR 1855, VAT Reg no.: DE320186375  
Phone: +49 / 89 / 26 20 34 20 Fax: +49 / 89 / 26 20 34 299  
[www.blomberg-legal.de](http://www.blomberg-legal.de)

**Alexander Pupeter**, Attorney at Law, Tax Advisor, Partner  
**Svetlana Heil**, Attorney-at-Law, Tax Advisor, Partner  
**Lorena Joana Echarri**, Attorney-at-Law, *Dipl.-Verww. (FH)*  
**Dr. Thomas Poschenrieder**, M.A., Attorney-at-Law