

Digital Agency Group MYTY emerges

**Dear Investors,
Partners and friends of Ufenau Capital Partners,**

Pfaffikon, December 2020

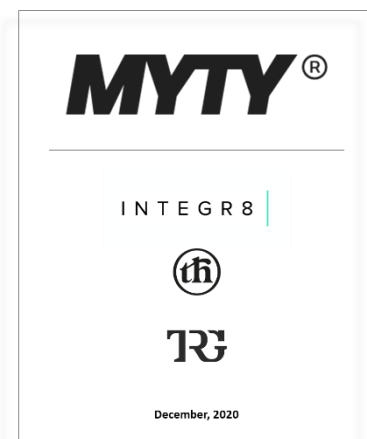
we are pleased to announce that Ufenau has laid through the acquisition of digital agency INTEGR8 based in Berlin one year ago the basis for the digital agency network MYTY. With agency The House from Zurich joining, the build-up of the group has officially been initiated by the end of November 2020. Just one week after its official launch, MYTY announced the next group member: TRG – The Reach Group, with offices in Berlin and Dusseldorf. Through targeted acquisitions of complementary agencies, it is MYTY's goal to become one of the leading digital agency groups in Europe. With now over 100 employees at four locations in Germany and Switzerland, the three agencies together achieve sales of approx. EUR 35 million.

MYTY unites specialists and full-service digital agencies who are characterized by a modern and future-oriented way of thinking. The focus is on connecting all relevant disciplines around digitization and marketing. INTEGR8 and The House already successfully stand for this integrated, interdisciplinary approach to combine strategy, creation and data driven marketing with strong technological in-house expertise in business intelligence, data science and tracking as well as web and software development. The Reach Group with a clear focus on programmatic advertising perfectly complements the existing service portfolio. With the group formation, an even broader and deeper service portfolio is created for the Group's customers.

"MYTY is a great solution for owner-managed agencies to face the challenges of the future. We bring into play a highly specialized, committed fleet of speedboats to counter the offers of the large network tankers." explains Stephanie Sauerbier, Managing Director of INTEGR8 and MYTY Partner.

"With the combination of INTEGR8, The House and The Reach Group in MYTY, we created a strong basis for the further buy-&-build strategy to develop a leading digital agency group in a highly fragmented market." adds Ralf Flore, Managing Partner at Ufenau.

Sincerely, your Ufenau Team



About Ufenau Capital Partners

Ufenau Capital Partners is a privately-owned Swiss Investor Group headquartered at the Lake Zurich which advises private investors, family offices and institutional investors with their investments in private equity. Ufenau Capital Partners is focused on investments in service companies in German-speaking Europe and invests in the Education & Lifestyle, Business Services, Healthcare and Financial Services sectors. Through a renowned Group of experienced Industry Partners (Owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-adding investment approach on eye-level with entrepreneurs and managers.