

norisk and Strichpunkt join MYTY

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

Pfäffikon, August 2021

we are delighted to announce that digital agency group MYTY has acquired majority stakes in two new agencies in July 2021 – the award-winning design agency Strichpunkt and e-commerce specialist norisk.

Strichpunkt, with more than 130 employees in Stuttgart, Berlin, Hamburg and Shanghai, delivers creative excellence and comprehensive skills in branding and design to the group being one of the most creative agencies in Germany. Founded in 1996, Strichpunkt has significantly shaped the topic of branding over the past 25 years. The agency has consistently found itself at the top of design rankings since 2001. With clients like DHL and DFB, Strichpunkt is also considered to be a pioneer in digital brand management. Kirsten Dietz, Jochen Rädeler and Philipp Brune remain managing directors of Strichpunkt.

norisk, with 60 employees across Munich, Nuremberg, and Berlin, being led by Christian Elsner and Dominik Haupt, who remain managing directors, has established as full-service e-commerce specialist. norisk provides holistic support for online store implementation, as well as integration of third-party systems such as ERP and CRM software. In addition, norisk has a strong performance-measurement team that takes care of the promotion of online stores in the context of omnichannel projects.

The MYTY Group consists now of five agencies in Switzerland and Germany, with offices in Zurich, Berlin, Munich, Nuremberg and Dusseldorf, bringing together more than 350 employees to serve national and international clients in meeting the increased marketing, creation, and technology demands of the digital age. Together they explore the possibilities of augmented reality, automation, real-time campaigning while reaching target groups across all devices and channels.

With the combination of creative design and intelligent technology, Strichpunkt co-founder Jochen Rädeler sees a great intersection for collaboration within the MYTY Group: “If we want to continue to grow in this area, we have to do so at the right level, with the right specialists. With MYTY, we have not only found the right partners for this, but we can also play a central role in shaping the development of the newly founded group.”



Christian Elsner and Dominik Haupt, managing directors of norisk, state: "Synergies in the group, cross-resource co-working, and exchange between colleagues in large projects — these are real potentials that we can now harness."

„With Strichpunkt and norisk, two outstanding partners in Germany are joining MYTY. Over 350 employees now combine MYTY Group’s competencies in the areas of digitization / technology, strategy, creation and marketing across the DACH region. We look forward to the further collaboration." 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.