

# Ufenau invests in DATALOGUE

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

Pfaffikon SZ, June 2022

We are delighted to announce that Ufenau has acquired a majority stake in DATALOGUE Group ("DATALOGUE"), a leading full-service data analytics provider headquartered in Hamburg, Germany.

DATALOGUE has been offering a wide range of GDPR-compliant data management and analytics solutions for marketing and sales for one decade. Thereby, analytical methods such as artificial intelligence (AI) or machine learning are applied. The company supports its customers in data preparation, evaluation and application with the support of their proprietary SaaS platform with the goal of optimising data monetisation. With >65 highly qualified employees, DATALOGUE serves a broad and long-standing customer base in Europe.

The objective with DATALOGUE is to establish a leading group of specialised companies in the field of data analytics, insight management and data monetisation in the fragmented European market. Together with Ufenau, the strong market position will be expanded by broadening the service offering and extending the geographical reach.

The former owners reinvest into the new group and management will remain unchanged and continue its successful activities.

Andreas Hannemann, founder and CEO of DATALOGUE: "We are very pleased that Ufenau will provide us with new opportunities to jointly expand data monetisation in marketing & sales faster and more comprehensively. We will thus be able to offer existing and new customers extended, new and especially relevant solutions to increase their own business value as a group."

„DATALOGUE has built an excellent reputation and expertise in the field of data management and analytics. The combination of analytics know-how and deep technology expertise is remarkable. We are looking forward to supporting the company in its next growth phase and to working with the management and the entire DATALOGUE team," explains Dieter Scheiff, Managing Partner at Ufenau.

Your Ufenau Team

## **About Ufenau Capital Partners**

Ufenau Capital Partners is a privately-owned Swiss Investor Group headquartered at Lake Zurich which advises private and institutional investors with their investments in private equity. Ufenau Capital Partners is focused on investments in service companies in German-speaking Europe, Iberia and the Benelux region and invests in Education & Lifestyle, Business Services, Healthcare and Financial Services sectors. Since 2011, Ufenau invested in over 250 service companies in Europe. Through a renowned group of experienced Industry Partners (owners, CEOs, CFOs), Ufenau has an active value-adding investment approach at eye-level with entrepreneurs and managers. Ufenau raised its seventh flagship fund in Q1 this year with a volume of EUR 1.0bn and advises capital of EUR 2.5bn.

