

Ufenau VII invests in Market Research and Analytics specialist Markttest

Dear Investors,
Partners and Friends of Ufenau Capital Partners,

Pfäeffikon SZ, October 2022

We are delighted to announce that Ufenau VII has reached an agreement to acquire a majority stake in Markttest ("Markttest", "Group"). The Group is a leading tech-enabled market research and analytics solutions specialist with relevant international presence. Completion of the acquisition is subject to the satisfaction of certain conditions that are expected to be fulfilled until 31 January 2023.

With an experience of +40 years and +300 professionals, Markttest is the leading independent market research player in Portugal. The Group has an outstanding track record supporting media channels, agencies, and advertisers to capture relevant data and turn it into actionable insights. Markttest is the reference data provider on advertising expenditure in Portugal, and has an unrivaled know-how on research studies, which has led to the development of proprietary high-end media planning, business intelligence and analytics tools. The Group has already developed a relevant international presence in marketing analytics, with its tools becoming a standard across several countries.

With the support of Ufenau, the objective of Markttest is to grow consolidating a group of leading specialists in the field of market research and analytics in Europe with profound sector-specific expertise coupled with cutting edge data visualization and analytics capabilities. The strategic acquisitions will reinforce the Group's market position broadening its service offering and specific know-how as well as expanding its geographical reach.

The Founders of Markttest will continue to lead the business into its next growth phase and will significantly co-invest alongside Ufenau. Together, Markttest's team and Ufenau will ensure the continuation of the successful growth strategy.

José Manuel Oliveira, the CEO of Markttest, said "Strongly positioned in Portugal and operating in +30 countries, Markttest is highly experienced in market and media research as well as in developing hardware and software. Our outstanding team is permanently ready to develop and provide new solutions of the upmost quality and accuracy for our clients and partners. Now we are commencing a new phase in which we look forward to materializing valuable synergies alongside Ufenau, embracing new markets, solidifying our international position and continuing to guarantee dedication, quality and rigor as we have done to date."

Ralf Flore, Managing Partner at Ufenau, considers that "Markttest has proven its ability to be at the forefront of market research in symbiosis with a powerful data analytics software highly valued in the market. Ufenau is delighted to support the Group in its next growth phase, increasing its presence in the international market through strategic acquisitions that will complement its already well-established capacities and service offering."

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, IT Services and Financial Services sectors. Since 2011, Ufenau invested in 270 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 and its third Continuation Vehicle earlier this year with a volume of EUR 1.6bn and advises capital of EUR 2.5bn.

