

## Minerva Insights acquires Salvetti & Llobart

Dear Investors,  
Partners and Friends of Ufenau Capital Partners,

Pfäffikon (CH), July 2023

We are delighted to announce that Minerva Insights (“Group”), a newly formed group that acquired Markttest in January and incorporated Conecta RC and Amber Marketing in March, has completed its fourth investment by acquiring Salvetti & Llobart (“the Company”).

Minerva Insights’ ambition is to create a leading European market research, marketing analytics, and innovation consulting group made of highly experienced specialists providing end-to-end solutions to customers across Europe. The Group combines remarkable credentials across several sectors, leveraging technology and an unrivaled know-how to provide services to source, analyze and turn vast amounts of structured and unstructured data into actionable insights. With the acquisition of Salvetti & Llobart, Minerva Insights continues to consolidate its position, employing over 350 experienced professionals across Spain and Portugal.

Salvetti & Llobart is a market research and consulting specialist based in Barcelona with +25 years experience in challenging multi-country and high-impact projects. The Company is a preferred partner for national and multinational companies thanks to its analytical capabilities and global capillarity. Salvetti & Llobart professionals are positioned at the top of the market research industry, providing differential insights for decision making and advising on strategic topics.

The founders and Management Team of Salvetti & Llobart will continue to manage the business, having also reinvested significantly into the Group. Minerva Insights will further support the Salvetti & Llobart’s growth strategy, promoting shared knowledge and joint product development. The Group will also give the Company access to its technological capacity, which is at the forefront of innovation in market research and marketing analytics.

Fernando Trias de Bes, Emilio Mayo, Cristina Pérez, Ida Castellsaguer and Anna Moragues, partners of Salvetti & Llobart consider that *“The integration and reinvestment in Minerva Insights will enable multiple synergies and further growth opportunities through complementary services and will help to expand the state-of-the art analysis techniques developed by our company across Europe”*.

Jose Manuel Oliveira, Minerva Insights’ CEO, said *“We are pleased to see Salvetti & Llobart joining Minerva Insights as partner. Its positioning in strategic topics and its ability to turn complex data into actionable insights will allow our Group to strengthen its leadership in market research and data analytics in Iberia”*.

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 >300 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 in 2022 with a volume of EUR 1.6bn and advises capital of EUR 2.5bn.