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## PRESS RELEASE

### **BEITEN BURKHARDT advises My Media Group on Acquisition of a Majority Stake in Peak Ace AG, Germany's leading independent performance marketing agency**

Berlin, 31 January 2019 - My Media Group, France's leading independent consulting and media buying group, acquired a 51% majority share in Peak Ace AG, Germany's leading independent performance marketing agency operating in over 20 languages.

With this acquisition, My Media Group takes on a new, international dimension, allowing them to offer their clients truly global campaigns and strategies and thus unlocking new markets and advantageous opportunities to scale internationally.

The international commercial law firm BEITEN BURKHARDT has advised My Media Group on the acquisition of the majority stake in Peak Ace AG in all legal aspects. The parties have agreed not to disclose the transaction volume.

My Media Group is a media company with more than 500 clients, for whom it manages more than 1 billion euros worth of media space each year. Leader in the development of a media strategy directly oriented towards customer acquisition, the company is particularly active in e-commerce, where it has a market share of more than 40% among pure players, with references like Trivago, Groupon, Just Eat and Vistaprint.

With 130 employees, My Media Group has successfully completed several acquisitions that have successively integrated Mediatop, Geo Vista, Libre et Change, Synodiance and Pygmalion Media. Becoming a reference player in this market in just a few years, My Media Group intends to accelerate its development, with the group's strategy based both on its organic growth prospects and on an ambitious external growth strategy in France and internationally.

Established in 2007, Peak Ace is an international performance marketing agency headquartered in Berlin, Germany. With more than 110 employees, Peak Ace implements campaigns in over 20 languages at native speaker level. With its technology-driven approach, Peak Ace is a one-stop shop for highly flexible, data-driven solutions for all relevant performance marketing channels. Consequently, the agency helps customers to significantly optimise their marketing budgets, thus making them more profitable and efficient.

Peak Ace's core business is performance marketing which includes services in paid advertising (PPC), organic search (SEO), content marketing and marketing technologies such as

conversion rate optimisation and digital analytics. Its award-winning, innovative campaigns have been recognised multiple times by the European Search Awards, having been the recipient of the prestigious “Best SEO Campaign” award. Likewise, at the Drum Search Awards, Peak Ace not only won “Best Use of Data” but was also honoured with the “Grand Prix” for its work. Working closely with world-renowned brands such as Airbnb, SEPHORA, OTTO Group and A&O Hotels and Hostels, Peak Ace has established itself as a confident market-leader thanks to its dedication to consistently delivering excellence.

**Advisor to My Media Group:**

BEITEN BURKHARDT: Partner Dr Christian von Wistinghausen (lead partner), Associates Tassilo Klesen, Lelu Li and Dr Florian Böhm (all Corporate/M&A, Berlin) as well as Partners Dr Rainer Bierwagen (Antitrust Law, Brussels), Christian Schenk (Tax, Dusseldorf), Julia Alexandra Schütte (Labour & Employment Law, Berlin), Rainer Süßmann (Corporate/M&A, Frankfurt), Laureen Lee (IP/IT/Media, Munich) and Associate Christoph Heinrich (Antitrust Law, Munich).

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**Information on BEITEN BURKHARDT**

- BEITEN BURKHARDT is an independent international law firm with a focused range of services and some 290 lawyers working in nine locations.
- Through our long-established offices in Germany, Brussels, China and Russia we advise large and mid-sized companies and corporate groups from various industries, banks and financial institutions as well as the public sector.