

## Media Central acquisition

Odewald KMU has acquired a majority stake in Media Central Gesellschaft für Handelskommunikation und Marketing GmbH for an undisclosed consideration. Odewald KMU acquired the stake from founder and managing shareholder Stefan Hamacher. In addition to Odewald KMU and Stefan Hamacher, the second managing director Ingo Wienand also acquired a stake in the company.

The Odewald KMU fund invests in smaller mid-sized companies in German-speaking countries. Media Central is a leading German media agency specialised on logistics solutions for the advertising industry and retailers.

“WestLB’s role in this transaction was to solely arrange the total senior facilities and to provide the loans in a club deal together with savings banks. WestLB and Funds of Odewald have a long term relationship and worked together successfully in the past in several buyout transactions, e.g. Westfalia Automotive (exit in 2010).

“WestLB secured an efficient transaction process by bringing in their expertise in buyout transactions in the German Mittelstand and their excellent relationship to the savings banks as potential financing partners.”

The transaction was lead by Fritz Koop, Head of Specialized Finance of the Competence Center Corporate Finance of WestLB AG, Düsseldorf, Germany, and Martin Siml, also member of the team.

Odewald KMU assigned maconda to conduct a commercial due diligence on Media Central. Inna Ivanova led the due diligence team, she commented: “In order to reveal the very intransparent market with a multitude of different market participants offering overlapping services, maconda conducted over 60 well-prepared interviews with various experts and market players.” Based on its extensive knowledge and network in the retail and consumer goods sectors, maconda was able to successfully cope with the complex business model of Media Central.

### Odewald KMU Acquisition Of A Majority Stake in Media Central

Debt Provider



Commercial Due Diligence Provider



Legal Adviser to the Purchaser



Tax Adviser



Risk & Insurance Due Diligence Provider



## Populis acquires Mokono

Populis Europe’s leading online vertical media publisher, has acquired mokono, Germany’s largest blog network and one of Europe’s leading blogging and blog marketing platforms.

The acquisition extends Populis’s presence in the key markets of Germany and the UK while significantly enhancing their technology capabilities.

Together the companies are looking forward to using their combined energy, strengths and talents in online publishing and social media advertising to provide an even better online experience for advertisers, brands, the creative class and online users alike.

mokono has over 700,000 registered blogs. Its most popular blog portals include Blog.de, Blog.fr and Blog.co.uk. Active in 13 European countries and Canada, the mokono network has a combined total of 14 million unique monthly users.

A pioneer in Social Media advertising, mokono also offers a wide range of innovative social media advertising solutions, ranging from display to video and social media ads.

Past funding came in part from Burda Digital Ventures (BDV), the financial investment arm of Burda Digital.

Batley Capital Ltd was the exclusive financial adviser to Populis in this transaction. Nasser Batley, Managing Director and founder of Batley Capital said “mokono further strengthens Populis’ leading position in the European online vertical media sector, particularly in one the largest markets of Germany. In an increasingly crowded and fragmented online European sector it is difficult to find premium quality organizations and teams with shared visions and goals. We feel honored to have been involved in bringing mokono into the Populis family and we wish the combined team the best of success for the future”.

### Populis Acquisition Of Mokono

Legal Adviser to the Purchaser



Legal Adviser to the Equity provider



Legal Adviser to the Vendor  
**LATHAM & WATKINS LLP**

Tax Adviser



Financial Adviser

**BATLEY CAPITAL**

Nasser Batley, MD and Founder of Batley Capital

## NEM Energy Services B.V. acquired

Siemens AG (DB: SIE) has acquired NEM B.V. from HTP Investments B.V. on July 29, 2011. The deal also involves the acquisition of NEM Energy Services B.V., subsidiary of NEM B.V. The purchase price depends on the business development of NEM Energy Services B.V and NEM B.V. until financial closing. B.V.

“The deal started out as a straightforward share deal, but gradually shifted into an asset deal with various international aspects: assets (including subsidiaries) to be transferred in an number of jurisdictions in accordance with local law. De Metz instructed local counsel across the world.”

De Metz acted as lead counsel for the sellers in this transaction. The De Metz team consisted of Peter Visser, Toine Wilms and Bart de Metz, all corporate/M&A partners of the firm.

### Siemens Acquisition of NEM Energy Services B.V.

Legal Adviser to Siemens AG



Legal Advisers to H.T.P. Capital B.V.



**Simmons & Simmons**

Tax Adviser to H.T.P. Capital B.V.

