

Successful company sale of J. Klausner Professional Multimedia GmbH to Heinekingmedia GmbH

Munich, June 02, 2022 - The M&A consultancy macx.® exclusively advised J. Klausner Professional Multimedia GmbH on its external succession solution. Located in Innsbruck, Austria, the company for media technology, AV distribution and system integration was sold to Heinekingmedia GmbH. Based in Hanover, Heinekingmedia is the market leader in Germany in the areas of digital education, communication and collaboration. They develop and distribute solutions for screen communication, professional secure messaging and other IT services. Since 2021, Heinekingmedia has been a portfolio company of Premium Equity Partners.

During the nine-month sales process, the macx.® team approached more than 210 potential investors across Europe to find the most suitable partner for J. Klausner. Such a bidding process guarantees fair competition and generates a good selection of offers for the seller. The winning bidder was Heinekingmedia, who is using the acquisition to enter the Austrian market as part of the implementation of their European growth strategy and to strengthen their market position as a leading provider and partner in the digitization of education in the DACH region.

Alexander Härtel, Project Manager of macx.®: "We are pleased to have found a good succession solution for the Klausner family. Mr. Klausner will continue to be available as a consultant after his retirement and his daughter Jasmin Klausner, previous managing director, will stay on board and will now lead the Austrian business of the Heinekingmedia Group. We wish plenty of success for the future together."

J. Klausner Professional Multimedia will remain a separate brand with the employees continuing in their current functions and roles. The same applies to contracts with partners and customers. The seller's advisor was Baker McKenzie, based in Munich and Vienna.

About J. Klausner Professional Multimedia GmbH:

Located in Innsbruck J. Klausner is a provider of media technology, AV distribution as well as system integration and the market leader in Austria for digital boards and presentation technology. Innovative products from world-leading manufacturers guarantee reliable and user-friendly AV systems. J. Klausner has a widespread dealer network and is represented by an official distributor in every state of Austria, in South Tyrol and Liechtenstein.

About Heinekingmedia GmbH:

Heinekingmedia is a pioneer and market leader in Germany in the areas of Digital Education, Communication and Collaboration. The Hanover-based company develops and distributes solutions for on-screen communication, professional secure messaging and other IT services. The sales focus is on the education, enterprise (B2B), retail, government and public sector markets. The product portfolio includes, for example, hardware and software solutions from the Unified Communications and Collaboration (UCC) sector as well as content solutions. In Germany, Heinekingmedia caters around 10,500 schools as customers in the education sector alone and more than 1.5 million messaging users on their own platforms.

About macx[®] c/o Walther Transaction GmbH:

Walther Transaction is an internationally active transaction consultancy and specialist for company sales and acquisitions based in Munich. To date, the teams around Mark Walther and Moneshia zu Eltz have successfully completed over 300 corporate transactions and business development projects.

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