

FOSTEC & Company advises Syz Capital and operating partner Saturnus Capital on the acquisition of a majority stake in the Capture Media Group

With the acquisition of a majority stake in the Capture Media Group, a consortium made up of Syz Capital AG and its operating partner Saturnus Capital AG is expanding its portfolio to the digital advertising market in Switzerland. The Stuttgart strategy consulting boutique FOSTEC & Company advised the buyers as part of the commercial and technical due diligence.

Stuttgart, 21.12.2023: Syz Capital AG and Saturnus Capital AG have successfully completed the acquisition of a majority stake in the Capture Media Group. The Capture Media Group is a data-driven and technology-supported engagement advertising provider that offers its customers high-quality user engagement and engagement tracking services. The group of companies, founded in 2016, has a strong presence in the Swiss home market and began expanding into Austria in 2022.



M&A Buy-side

 **CAPTURE MEDIA**

Capture Media Group

a Swiss-based data-driven digital marketing agency that provides high-quality user engagements has been acquired by

 

FOSTEC & Company advised the buyers **Syz Capital AG** and **Saturnus Capital AG** in 2023

 **FOSTEC & COMPANY**

The group is led by highly qualified professionals who have outstanding expertise in this rapidly developing Swiss market niche. The founders will continue to have

a significant stake in the company and, together with Syz and Saturnus, want to initiate the next growth step with increased expansion into Austria and market entry in Germany.

A team from the strategy consulting boutique FOSTEC & Company, led by Managing Partner Markus Fost, provided the customers with comprehensive support in the transaction. The advice included commercial and technical due diligence, which included an in-depth analysis of the business model, competitive landscape, technology and future prospects. The technical due diligence revealed that the chosen technology stack and software architecture meet the requirements for the future development of Capture Media Group's digital business.

"FOSTEC advised us as part of the commercial and technical due diligence of the Capture Media Group. The team's market and technology expertise helped us greatly to understand the full range of market specifics and to formulate the value creation strategy for the transaction. We appreciate the openness of the team, the high speed of execution and the willingness to discuss even the most sensitive aspects of the business model. We will be happy to work together on further transactions." says Philip Schweizer, Saturnus Capital AG Partner about the cooperation with FOSTEC & Company.

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You can also find this press release on the Internet following the link www.fostec.com/en/mediaroom.

About FOSTEC & Company

FOSTEC & Company is a leading, independent and owner-managed strategy consulting boutique with focus on digitalization and e-commerce. Linked to the nucleus of strategy, our range of services includes the development & adaptation of customized digital business models, e-commerce distribution strategies and related digital transformation of companies. As a subsidiary of FOSTEC Ventures GmbH, we see ourselves as strategy consultants and entrepreneurs in one breath. With our experience from various private equity-funded ventures, we not only provide support in strategy development, but also bring our expertise to bear

in operationalization and implementation. Together with our clients we develop intelligent and practical solutions.

About Syz Capital AG

Syz Capital is an independent asset management company that focuses on alternative investments and can look back on a centuries-long success story. The company offers its clients access to hard-to-reach niche opportunities in private equity, uncorrelated strategies and hedge funds.

The Syz family aims to identify investment segments that are often overlooked by investors due to their size, complexity or insufficient holding time. Your investments are best described as a diversified portfolio with superior risk-adjusted returns and a strong diversification effect.

About Saturnus Capital AG

Saturnus Capital is an owner-managed investment company with a successful track record and investment focus on medium-sized companies in Germany and Switzerland. Its investment strategy is to acquire majority stakes in profitable companies with high growth potential in the areas of healthcare, business services, consumer services, IT and industrial production.

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