

PRESS RELEASE**Ufenau Capital Partners invests into the data specialist Datalogue**

- **Objective is to establish a leading group of companies in the field of data analytics, insights management and data monetisation for marketing & sales in key European market**
- **The managing partners and founders will remain on board with a long-term perspective**

Hamburg/Pfäffikon (Switzerland), 20.6.2022. Datalogue Group will be supported by a new strategic investor on its successful growth path. The independent Swiss investor group, Ufenau Capital Partners has acquired a stake in Datalogue Group, one of the leading full-service providers for data analytics in Europe. The aim is to move forward even faster in a dynamic growth environment and to continue to grow in the fragmented, European market. Founded in 2012, the Hamburg-based company supports its customers in achieving measurable business success through data-based insights and offers a wide range of GDPR-compliant data management, consulting and analytics solutions. In recent years, Datalogue has opened further offices in Zurich and Amsterdam in addition to its headquarters in Hamburg. The company supports customers from different industries with innovative data intelligence methods to professionalise their marketing and sales and to increase company values.

The managing partners, Andreas Hannemann and Peter Joachim Fiegel, will participate in the new group as part of the transaction and continue their successful activities. Andreas Hannemann, founder and CEO of Datalogue: "We are very pleased to have Ufenau as a strong partner on board. The investment will give us new opportunities to expand our business in digitalisation of marketing and sales faster and more comprehensively. We help companies to find their relevant data for successful business development and to better monetise their data assets. We call this 'Data Monetisation by Customer Relevance'." In the future, Datalogue will offer existing and new clients enhanced solutions to increase their own business value. In doing so, analysis methods such as artificial intelligence (AI) and machine learning will be applied. The company supports its customers in data preparation, evaluation and application supported by its modular SaaS platform. With over 65 highly qualified employees, DATALOGUE serves a broad and long-standing customer base in Europe.

"Datalogue has built an excellent reputation and expertise in the field of data management and analytics. The combination of analytical know-how and sound technology expertise is remarkable. We are looking forward to accompanying the company in its next growth phase



and to working with the management and the entire Datalogue team," says Dieter Scheiff, Managing Partner at Ufenau. In the course of the strategic investment, Ufenau Capital Partners has secured a majority stake in Datalogue.

The independent Swiss investor group focuses on majority investments in services companies in the DACH region as well as in Spain, which are active in the areas of business services, healthcare, IT services, education and financial services. With a comprehensive network of renown and experienced industry partners (owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-added investment approach at eye level with the entrepreneurs. The aim is to establish a leading group of companies in the field of data analytics, insight management and data monetisation in the fragmented European market with Datalogue as the nucleus. Together with Ufenau, the strong market position is to be expanded by broadening the range of services and extending the geographical reach.

About DATALOGUE: The Customer Relevance People

Data Monetisation by Customer Relevance: this is what Datalogue stands for. Founded in 2012, the implementation-oriented consulting company supports its clients in generating measurable business success from data and insights with the help of innovative data intelligence methods. Renowned brands from the finance and insurance industry, from tourism, entertainment and telecommunications as well as from the energy and consumer goods industry - including Hamburger Sparkasse, Metro HD, A-ROSA, or the Swiss optometry expert Visilab - rely on DATALOGUE's data-driven know-how and the specially developed Customer Growth Ecosystem. More than 65 employees work for the expanding company at its headquarters in Hamburg and at its locations in Amsterdam (Netherlands) and Zurich (Switzerland) - digital marketers, data scientists, IT experts and consultants.

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