

PRESS RELEASE

Frankfurt am Main, 16 October 2023

GÖRG advises The Relevance Group on the acquisition of CRM service provider DataLab.

GÖRG Partnerschaft von Rechtsanwälten mbB advised The Relevance Group GmbH, based in Hamburg, on its investment in DataLab. GmbH. A GÖRG team led by Frankfurt partners Dr. Tobias Fenck and Markus Beyer provided The Relevance Group with comprehensive legal and tax advice on the transaction.

DataLab. GmbH, based in Düsseldorf, was founded in 2011 and specialises in customer equity. The company, with 35 employees, offers strategic, conceptual and technical consulting as well as the operational implementation of projects in the area of customer relationship management. The services offered include loyalty & campaigns, customer analytics, capital activation and project, process & change management.

The Relevance Group is a business platform of a fund advised by Ufenau Capital Partners. Following its successful entry into the Datalogue Group last year, The Relevance Group is expanding its market position with the acquisition of DataLab. as its first acquisition in Germany. The Relevance Group acts as a partner of Ufenau and at the same time as an umbrella company for the areas of data analysis and data-driven customer relation consulting through the Datalogue Group, DataLab. GmbH and future add-ons.

GÖRG advised The Relevance Group on the acquisition of DataLab. inter alia with corporate, tax, employment and IT law advice. The team led by Dr. Tobias Fenck and Markus Beyer had already successfully advised Ufenau on its investment in Datalogue in this context.

Advisors The Relevance Group GmbH

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About Ufenau Capital Partners

Ufenau Capital Partners is a Swiss investment group based at Lake Zurich. Ufenau Capital Partners focuses on majority investments in service companies in the DACH region as well as Spain and Benelux, which are active in the areas of business services, healthcare, IT services, education and financial services. With an extensive circle of renowned and experienced industry partners (owners,

CEOs, CFOs), Ufenau Capital Partners pursues an active value-added investment approach at eye level with the entrepreneurs.

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About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With around 350 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

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