

## PRESS RELEASE

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# GÖRG advises Ufenau on the successful refinancing of The Relevance Group

**GÖRG has successfully advised the Swiss investment group Ufenau Capital Partners (Ufenau) on the refinancing of The Relevance Group (TRG). Since 2022, TRG has been a portfolio company of the Ufenau VII German Asset Light, SLP fund, managed by Ufenau Capital Partners. The financing aims to advance TRG's growth strategy and facilitate further acquisitions.**

Founded and headquartered in Hamburg, TRG employs over 290 experts across Germany, Switzerland, and the Netherlands, offering innovative, holistic solutions to enhance customer relevance and deliver measurable business success. TRG integrates expertise in customer experience, analytics, and marketing intelligence, providing data-driven market research, digital marketing, as well as AI-powered customer acquisition and retention programmes.

Since its inception as a buy-and-build platform following Ufenau's acquisition of Datalogue GmbH in 2022, TRG has successfully integrated six additional companies into its portfolio. These acquisitions have significantly strengthened the group's sales capacity and service portfolio. TRG now plans to expand into Central and Eastern Europe, Scandinavia, and the Iberian Peninsula. Its recent acquisition of Customlytics, a Berlin-based full-stack consultancy specialising in app marketing, underscores TRG's commitment to strategically closing gaps in its service offerings.

TRG's ambition is to become Europe's leading partner for data-driven relevance. This expansion is supported by the Swiss investment group Ufenau Capital Partners.

Ufenau Capital Partners is an independent Swiss investment group based on Lake Zurich. It focuses on majority investments in service companies operating in the DACH region, as well as in Iberia, Benelux, Poland, and the UK, active in business services, healthcare, IT services, education, and financial services. Since 2011, Ufenau has invested in over 350 service companies across Europe. Supported by a broad network of renowned and experienced industry partners (owners, CEOs, CFOs), Ufenau pursues an actively value-adding investment approach in collaboration with entrepreneurs. Ufenau manages assets worth approximately €3.0 billion.

Dr Thomas Lange and his team bring extensive experience in advising national and international companies, banks, and funds in banking law and financing, particularly in corporate and acquisition financing. The advisory services for Ufenau regarding TRG's refinancing included the drafting and negotiation of the credit agreement and intercreditor agreement.

Ufenau has consistently relied on GÖRG's expertise for transactions in the German market for many years.

### Advisors Ufenau Capital Partners

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### About GÖRG

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

With around 350 professionals in the fields of legal advice, tax advice and auditing at our five offices in Berlin, Frankfurt am Main, Hamburg, Cologne and Munich, we advise well-known domestic and foreign companies, medium-sized enterprises as well as financial investors and listed groups from all sectors of the economy and the public sector.

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