

## Press Release

Munich, 9<sup>th</sup> June 2021



### **PINOVA Capital invests in adzLocal GmbH**

Funds advised by PINOVA Capital GmbH ("PINOVA") acquired the majority of shares in adzLocal GmbH ("adzLocal") headquartered in Hamburg in June 2021.

Using an online marketing mix consisting of Google AdWords, conversion-optimized landing pages and contact tracking, adzLocal supports more than 2,000 hyperlocal businesses in winning new customers. adzLocal's value proposition is centered around an in-house developed software that allows for efficient and targeted allocation of small marketing budgets and hence low cost per new customer.

"We are happy to have found an experienced investor that embraces our corporate values of honesty, fairness and transparency. Considering PINOVA's experience and network, we are confident to drive and accelerate business growth." explain the managing directors Marina Beyer and Dietrich Wedegärtner who (re-)invest in adzLocal in the course of the transaction.

"By leveraging its proprietary software solution, adzLocal is capable of allocating small marketing budgets in an automated and hence efficient manner. Congruously, adzLocal does not only assist hyperlocal businesses in capitalizing on the opportunities of digitization but also serves a protected niche market with attractive growth potential." comments Jean-Marie Hofbauer, Director at PINOVA.

### **About adzLocal**

adzLocal, founded in 2009 by Dietrich Wedegärtner, is headquartered in Hamburg and currently has 41 employees. adzLocal offers innovative Google campaigns, conversion-optimized landing pages and contact tracking and thus assists its clients in winning new business. adzLocal targets hyperlocal businesses with monthly ad budgets starting from €300 and offers continuous customer acquisition for a transparent price.

### **About PINOVA Capital**

PINOVA Capital is an independent private equity firm investing in high-growth technology companies in German-speaking regions. PINOVA Capital focuses on "Mittelstand" companies with sales between €10 million and €75 million in the sectors industrial technology and information technology, characterized by significant growth potential, sustainable competitive advantages and a strong market position in their niche.

**Contact PINOVA Capital**

Beate Huttenloher  
Marketing Manager  
beate.huttenloher@pinovacapital.com

PINOVA Capital GmbH  
Viktualienmarkt 8  
80331 München  
Germany

T: +49 (0) 89. 189 42 54 40  
www.pinovacapital.com

**Contact adzLocal**

Dietrich Wedegärtner  
Managing Director  
dwedegaertner@adzlocal.de

adzLocal GmbH  
Lippeltstraße 1  
20097 Hamburg  
Germany

T: +49 (0) 40. 22 65 98 00  
www.adzlocal.de