



Growing together in the dynamic customer contact market

DEAL FLASH | BUSINESS SUPPORT SERVICES | TMT | JULY 2021

DEAL SNAPSHOT

The owner of Nothelle Group, a German provider of innovative customer contact services, has sold a majority stake to the Berlin-based financial investor Perpetua Holding GmbH.

The Nothelle Group, which includes Nothelle Callcenter Services GmbH and Nothelle Outsourcing Services GmbH, is a customer contact center offering innovative and high-quality services, such as first and second-level technical support for end customers, customer acquisition and retention services, and remote support. Its client base ranges from renowned blue-chip clients to SMEs in Germany, Austria and Switzerland. The company operates out of two offices in Duisburg and Mönchengladbach, Germany, with more than 600 employees.

Perpetua Holding invests on a long-term basis in solid small and medium-sized businesses in Europe. Backed by international investors with a long-standing history as entrepreneurs, the holding invests up to US\$120 million annually in a growing portfolio of companies and ensures professional shareholding and a suitable financing structure to enable firms to deliver on thriving strategies.

Through the acquisition of a majority stake, Perpetua Holding intends to support the existing shareholder and management team of Nothelle Group to further accelerate the company's organic growth, to expand its service portfolio and to invest in inorganic growth opportunities.

“I was looking for the best partner to lead the company successfully into the future together. During the transaction process, I realized that Perpetua was perfect for the strategic development of Nothelle Group. The team at Oaklins supported me in my plan from start to finish and always gave 110% so that we could realize this exceptional deal.”

MAURICE NOTHELLE
OWNER AND CEO
NOTHELLE GROUP, GERMANY

OAKLINS ASSISTS IN FINDING THE OPTIMAL STRATEGIC PARTNER

Oaklins' team in Germany supported the owner of the Nothelle Group as the exclusive M&A advisor. In an international and competitive sale process, Perpetua prevailed as the optimal partner for the existing shareholder.



MARKET TRENDS & DEAL DRIVERS

The European customer contact services market is currently experiencing a consolidation. In recent years, numerous transactions have taken place, shaping the competitive landscape of this sector.

Many customer contact service providers have started to shift their service portfolio from typically lower-margin, first-level support towards more profitable high-quality, second-level technical support for end consumers.

The general digitalization trend is expected to disrupt the customer contact market. The level of process automatization and use of AI-based solutions, such as Chatbots to improve service quality, will impact the future performance of service providers.

M&A VALUATION ASPECTS

Financial details of the transaction have not been disclosed.

Due to Nothelle's expertise in second-level technical support for end customers and an innovative digitalization strategy, it was possible to realize an attractive valuation multiple surpassing the initial expectations of the shareholder.

TALK TO OUR ADVISORS

✉ JAN P. HATJE

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Jan has more than 15 years of M&A experience, with particular expertise in the TMT and business support services sectors. Notable transactions he has advised on include the sale of Flexperto to RGI, the sale of Acutronic to Vyair, backed by Apax, and the sale of Timecraft Group to Actief Group.

✉ BASTIAN BREITMAYER

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Germany
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Bastian is an M&A advisor with experience in corporate finance and risk management. He works on cross-border transactions and has recently participated in the sale of German-based Paaschburg & Wunderlich to Bihr in Belgium.

"We have executed a highly competitive process with bidders from around the world and we are more than glad that this process has led to a premium valuation resulting in a very satisfied client! M&A activity is currently very strong and we will see many more deals in this industry."

JAN P. HATJE

MANAGING PARTNER, OAKLINS, GERMANY



OAKLINS HAS CLOSED 631 DEALS IN BUSINESS SUPPORT SERVICES AND 1,107 IN TMT

Oaklins is the world's most experienced mid-market M&A advisor, with over 850 professionals globally and dedicated industry teams in more than 45 countries. We have closed 1,700 transactions in the past five years.

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