

Boosting the future success of a leading provider in engagement marketing

DEAL FLASH | PRIVATE EQUITY, TMT | NOVEMBER 2023

DEAL SNAPSHOT

Syz Capital and its operating partner Saturnus Capital have taken a majority stake in Capture Media Group, a Swiss leader in online engagement marketing and analytics solutions.

Founded in 2016 in Zurich, Switzerland, Capture Media is a leading online marketing and technology solutions provider. The company delivers unparalleled performance in awareness generation and user engagement, and offers GDPR-compliant tracking and analytics solutions.

Saturnus Capital is a partner-owned private equity firm focusing on investments in mid-market companies in Germany and Switzerland. As a hands-on investor and operating partner, Saturnus supports its portfolio companies in the areas of operational improvements, internationalization, acquisitions, digitalization, strengthening of sales and marketing functions, and implementation of best practices.

Syz Capital is an independent private market specialist founded by a group of entrepreneurs. It offers investors the chance to join them in niche opportunities through direct private equity and uncorrelated strategies. It seeks out hidden gems to unlock sustainable performance.

Together with the founders, who will retain a significant minority ownership stake, Saturnus Capital and Syz Capital are committed to accelerating product innovation, expanding geographic reach and developing M&A opportunities. The investors are ideally positioned to support organic and inorganic growth plans.

“Teaming up with Oaklins meant gaining a skilled partner who expertly accompanied us throughout the sale process. With their extensive international access to relevant players, sector expertise and vast M&A experience, we found a trusted ally who carefully prepared us for each step and expertly guided us during the entire journey. This partnership not only allowed us to focus on our day-to-day business, but also gave us the confidence that every detail was being taken care of.”

MICHEL LAZECKI
MANAGING PARTNER
CAPTURE MEDIA AG
SWITZERLAND

OAKLINS WAS INSTRUMENTAL IN FACILITATING THIS DEAL

Oaklins' team in Switzerland acted as the exclusive sell-side advisor to the shareholders of Capture Media Group and helped them find the ideal partner to achieve their envisaged international growth faster. Oaklins DeSilva+Phillips in New York approached potential investors in the US market and supported the transaction in its early stages.



MARKET TRENDS & DEAL DRIVERS

Investors are instrumental in driving growth and development in the dynamic digital advertising industry. The sector boasts a CAGR of over 9%, while global online marketing exceeds an impressive 14%. This growth trend extends to the Swiss market and the broader DACH region, registering alluring profit margins that make it an attractive prospect for investors willing to invest at a premium. This industry is experiencing a significant shift of budgets from traditional advertising to digital channels, particularly through social media and programmatic advertising, which facilitate personalized customer engagement.

The timing is good for consolidators seeking to streamline operations and strengthen their market presence in this ever-evolving landscape. Within this fragmented market, buy-and-build strategies are ideal for implementation, with investors playing a pivotal role in advancing expansion and achieving success.

M&A VALUATION ASPECTS

Financial details of the transaction have not been disclosed, but the valuation took into consideration the overall landscape, acknowledging Capture Media's leading position in online engagement marketing and analytics solutions.

We are confident that we will continue to see double digit multiples for the foreseeable future in this sector.

TALK TO OUR ADVISORS



✉ DAVID
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With extensive experience in sell-side and buy-side M&A and corporate finance, David has a particular focus on media and telecommunication. Notable clients within the TMT sector he has advised include Hoststar, Swisscom and Switchplus. Clients from other industries include Capricorn, Fischer Spindle Group, Stäubli, Möbel Pfister and Straumann.



✉ JÜRIG
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Jürg has extensive experience in M&A and corporate finance, with a special focus on TMT, industrial machinery & components and business support services. Blue-chip TMT clients he has advised include Goldbach Group and Swisscom. With his extensive knowledge of other industries, Jürg also advised ABB, Axpo, Bühler, Breitling, Givaudan, Holcim, Migros, MSC, Novartis, Scout24, Sonova and Straumann.



✉ ANDREA
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Andrea has valuable experience in TMT, consumer & retail, event management, financial analysis and valuations. Clients he has advised include Bollag-Guggenheim, Ininvest AS and Nitto Denko Corporation.

“Online marketing and especially awareness/engagement marketing are experiencing significant growth and a lot of new players are entering the market, thus creating interesting opportunities for larger players who are looking for consolidation.”

DAVID ZÜRCHER
PARTNER, OAKLINS

OAKLINS HAS CLOSED 881 DEALS IN PRIVATE EQUITY AND 1,126 IN TMT

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 45 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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