

## Market-leading Microsoft Cloud and hosting provider attains investment to **boost future growth**

DEAL FLASH | TMT | DECEMBER 2025

### DEAL SNAPSHOT

**As a leading Microsoft Cloud and hosting provider in the DACH region, QualityHosting AG has secured a strategic investment from PSG Equity to power its continued expansion.**

With over 27 years of experience and a strong focus on cloud solutions such as Microsoft 365 and Azure, QualityHosting serves more than 15,000 small and medium-sized enterprises (SMEs) and collaborates with over 1,000 partners. The company has established itself as a market leader in Hosted Exchange and became Germany's first Microsoft Cloud Solution Partner (CSP) in 2014. As a Microsoft Solution Partner with designations in modern work, infrastructure and security, QualityHosting combines deep technical expertise with a robust partner ecosystem to deliver innovative cloud and managed services.

PSG Equity is a growth equity firm that partners with software and technology-enabled services companies to help them navigate transformational growth, capitalize on strategic opportunities and build strong leadership teams. Having backed more than 160 companies and facilitated over 530 add-on acquisitions, PSG Equity brings extensive investment experience, deep expertise in software and technology and a firm commitment to collaborating with management teams.

The partnership will accelerate QualityHosting's growth through both organic and inorganic initiatives, expanding its offering across Microsoft 365, Azure and security services, and enhancing digital solutions for SMEs in the DACH region.

### OAKLINS ASSISTED IN **FINDING A SUITABLE INVESTOR**

Oaklins' team in Germany acted as the exclusive sell-side advisor for the shareholders of QualityHosting. The team was involved throughout the preparation of the process and supported all aspects of the due diligence process and negotiation phase until closing.

"Working with Oaklins' team in Germany was a real gain for us. The dedicated team guided us through the entire process with speed, expertise and clear communication – from identifying potential buyers through due diligence to final negotiations. Oaklins was a true partner at eye level and made a significant contribution to the excellent outcome."

**CHRISTIAN HEIT**  
CEO AND CO-FOUNDER  
QUALITYHOSTING  
GERMANY

**QualityHosting** 

has received a  
strategic investment by

**PSG**

## MARKET TRENDS & DEAL DRIVERS

The European SME sector is rapidly digitalizing, driving strong demand for cloud-based productivity, security and infrastructure solutions. As companies shift from legacy systems to modern, cloud-native environments, Microsoft-focused platforms gain importance. With the SME cloud market expected to grow at an 18% CAGR through 2026, adoption of Microsoft 365, Azure and managed services continues to accelerate. Hybrid work, rising security needs, growing compliance requirements and increased outsourcing among DACH-region SMEs further strengthen demand for established cloud solution providers.

## M&A VALUATION ASPECTS

Strong digitalization momentum among European SMEs continues to drive robust valuation levels for Microsoft-aligned cloud and IT service providers. The shift toward hybrid work, rising cybersecurity needs and escalating compliance complexity further increases the relevance of security-focused solutions. Strong M&A activity persists, with strategic and financial investors seeking scale, talent and expanded Microsoft capabilities. Investors reward scalable cloud delivery models, recurring revenues and clear alignment with the Microsoft ecosystem. As adoption of Microsoft 365, Azure and managed services accelerates, valuations increasingly favor providers with deep technical expertise, strong security capabilities and established partner status.

## TALK TO OUR ADVISORS



✉ JAN P. HATJE

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Jan is a managing partner at Oaklins Germany and leads the firm's technology team. He has extensive experience in TMT and provides market reports and analysis on M&A within this market. He has a deep understanding of the fundamental strategic drivers behind M&A activity and valuations in the sector, and has closed deals and advised companies in IT services and software, e-commerce, and hard- and software solutions. Key transactions he has worked on include the sales of Garz & Fricke to the private equity investor Afinum, Höft & Wessel to Droege, and Acutronic to Vyair, backed by Apax.



✉ LUKAS GIRKE

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Lukas is a senior associate at Oaklins Germany, and a member of the TMT and food & beverage teams. His expertise spans access control systems, machine vision, industrial automation and cybersecurity in the TMT sector, and nutritional supplements, pet food/care and FMCG in the food & beverage sector. Among his recent transactions are the sales of Zoologo Holding to the Kömpf Group, the GROFA Group to Darfon Electronics Corporation, and Teutoburger Ölmühle to SRS GmbH.



✉ SAM-LOUIS KLEIN

Analyst  
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Sam-Louis is an analyst at Oaklins Germany. He supports clients and senior advisors in various tasks related to industry analysis, financial modeling and the preparation of sales materials. Prior to joining Oaklins, Sam-Louis gained experience through internships at a Big Four company, a leading restructuring consultancy and an international M&A boutique, with a focus on technology-driven transactions and working with financial investors. He has a master's degree in business administration (finance) from the University of Cologne, and pursued additional studies abroad in Shanghai and Nice.

## OAKLINS HAS CLOSED 1,354 DEALS IN TMT

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 40 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

# Oaklins

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