

## PRESS RELEASE

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# GÖRG advises The Relevance Group on the acquisition of the service provider IMG Interactive Marketing Group

**GÖRG has advised Hamburg-based The Relevance Group GmbH (TRG) on its investment in IMG Interactive Marketing Group GmbH. A GÖRG team led by Frankfurt partners Dr Tobias Fenck and Markus Beyer provided The Relevance Group with comprehensive legal and tax advice on the transaction.**

Founded by Jürgen Rösger, Hamburg-based IMG GmbH has established itself as a high-end consulting agency for digital growth since 2014. It specialises in supporting internationally active branded goods and service providers (particularly from the fast-moving consumer goods, automotive, retail, telecommunications, IT and communications industries), especially in the development and implementation of new forms of consumer communication, particularly in the area of mobile communication and advertising. The company also acts as a 'task force' and 'think tank' for the top marketing management of sales-orientated industries. Its clients include Lufthansa, Deutsche Bahn and Deutsche Glasfaser.

TRG is a European group of companies owned by a fund advised by Ufenau Capital Partners. It was founded in Hamburg in 2022 and is a provider of data-driven sales and marketing optimisation. IMG is already the sixth partner company in the rapidly growing TRG and significantly enriches the group's portfolio in the areas of digital business, customer experience, organic growth and data analytics. In addition to IMG, TRG's network of experts includes five other specialised partner companies in Germany, the Netherlands and Switzerland: Datalogue Group, DataLab GmbH, Converto AG, Markteffect and DirectResearch. Under the leadership of GROUP CEO Andreas Hannemann, CFO Jan Kaeten and CPO Peter Joachim Fiegel, TRG aims to become Europe's leading partner for data-driven relevance. The expansion is supported by the Swiss investor group Ufenau Capital Partners.

GÖRG advised TRG on the acquisition of IMG, including corporate, tax, labour and employment and IT law. In this context, the team led by Dr Tobias Fenck and Markus Beyer had already successfully advised Ufenau on its investment in Datalogue.

### Advisors The Relevance Group GmbH

#### **GÖRG Partnerschaft von Rechtsanwälten mbB**

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## About Ufenau Capital Partners

Ufenau Capital Partners is an independent Swiss investment group based on Lake Zurich. The group focuses on majority investments in service companies in the DACH region as well as Spain, Portugal, Poland, Benelux and the UK, which are active in the areas of business services, healthcare, IT services, education and financial services. Since 2011, Ufenau has invested in >350 service companies in Europe. With an extensive circle of renowned and experienced industry partners (owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-added investment approach at eye level with the entrepreneurs. Ufenau manages EUR 3.0 billion in assets under management.

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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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