

## Sale of main assets of NETRADA Payment GmbH to Wirecard Technologies AG marks C ■ H ■ Reynolds' 4<sup>th</sup> transaction since December 2011

Frankfurt a.M., April 23<sup>rd</sup> 2012: The C ■ H ■ Reynolds ■ Corporate Finance transaction team, led by Stefan Constantin and Markus Kluge successfully advised NETRADA Management GmbH in the sale of the main assets of NETRADA Payment GmbH, as well as in the MBO of NETRADA Digital Marketing GmbH. Both transactions are major steps in NETRADA Group's concentration on its core business as the leading European full service eCommerce provider for the fashion segment.

Joachim Reinhardt, CEO of the NETRADA Group, commented: "C ■ H ■ Reynolds supported us with high competence and dedication in the spin-offs going along with our strategic repositioning. The professionally executed transaction process with an international array of bidders, in particular for the payment business, led to the pioneering deal with our new co-operation partner Wirecard. Now we can further intensify our efforts on further internationalization and continued expansion of our core activities in the attractive and rapidly growing market of fashion eCommerce." NETRADA Group will further co-operate with Wirecard as well as NETRADA Digital Marketing, now operating as Adamicus GmbH, in the best interest of its customers.

The asset disposal was carried out through a structured auction process on international level. Wirecard Technologies AG, a company of the Wirecard Group, prevailed with its concept as future partner of the NETRADA Group. C ■ H ■ Reynolds advised NETRADA Management GmbH throughout the entire process from market analysis, approach of the interested parties, due diligence to contract negotiations and closing.

Stefan Constantin, Partner at C ■ H ■ Reynolds, adds: "It is essential that, besides the successful completion of the transaction, NETRADA Group has found good future partners for these two business units." NETRADA Payment GmbH is a full service payment-provider for eCommerce billing solutions, focusing on the fashion and lifestyle segment. A variety of service modules allows customers to design their service package, tailored to individual risk profiles. NETRADA Payment mainly services clients from the premium fashion segment.

In December 2011, C ■ H ■ Reynolds already advised in a MBO of the managing team of NETRADA Digital Marketing GmbH, who were minority shareholders of the company. Now operating as Adamicus GmbH, the company is a full service online marketing agency and operates in the fields of dialogue, display and search marketing as well as social media-management, focusing on the fashion and lifestyle segment.

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## Background information:

### C ■ H ■ Reynolds ■ Corporate Finance AG

C ■ H ■ Reynolds ■ Corporate Finance is an independent M&A consultancy based in Frankfurt a.M. With its professional team drawing on extensive finance and industry-specific experience, C ■ H ■ Reynolds advises medium-sized companies, financial investors and family offices on the conception and implementation of M&A transaction processes as well as larger groups on spin-off deals. Its sector focus lies in Consumer Goods & Retail, Industrial Products, Machinery & Equipment, Life Science, Automotive and Cleantech. C ■ H ■ Reynolds' founding membership in the Mergers Alliance organisation, a worldwide association of bank-independent M&A consultancies, gives its clients access to all the core markets in the world.

Transaction Team: Stefan Constantin (Partner), Markus Kluge (Director), Angelo Maimone (Research Analyst)

[www.chrcf.com](http://www.chrcf.com)

### NETRADA Group

NETRADA develops and implements international full-service eCommerce solutions in Europe, North America and Asia for the fashion and lifestyle industry. With 15 years of experience and more than 2,500 employees NETRADA has established itself as a leading fashion eCommerce expert and operates more than 70 national online shops as the exclusive partner for major brands. The services offered by NETRADA covers the entire eCommerce process chain from implementation and operation of the online shop, content management, product photography, online marketing, logistics and shipping with management of returns to payment/accounting and customer services.

[www.netrada.com](http://www.netrada.com)

### NETRADA Payment GmbH

NETRADA Payment GmbH is a full service payment-provider for billing solutions, primarily for the fashion industry. The service portfolio includes payment processing, risk and fraud management as well as transaction and receivables management.

### NETRADA Digital Marketing GmbH (now Adamicus GmbH)

NETRADA Digital Marketing GmbH is a full service online marketing agency. The company is active in the fields of dialogue marketing (E-Mail/ Newsletter marketing), display marketing (Banner/ Affiliate Marketing), search marketing (search engine optimization und search engine management) and social media management

### Wirecard AG

Wirecard AG is one of the leading international providers of electronic payment and risk management solutions. Worldwide, the Wirecard Group supports over 13,000 companies from a wide range of industry segments in automating their payment processes and minimizing cases of default. In addition, Wirecard AG offers a wide and comprehensive range of effective fraud protection tools. Wirecard Bank AG is a principal member of Visa, MasterCard and JCB and operates as a credit card acquirer in 69 countries around the world, involving over 100 transaction currencies and 18 payout currencies. Part of the Wirecard Group, Wirecard Bank provides innovative solutions in the fields of corporate banking, pre-paid and co-branded cards, along with account products for both business and private customers. In 2011, Wirecard AG reached revenues in excess of EUR 320m and employed over 500 people globally. Wirecard AG is listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE0007472060, WDI).

[www.wirecard.de](http://www.wirecard.de) | [www.wirecardbank.de](http://www.wirecardbank.de) | [www.mywirecard.com](http://www.mywirecard.com)