

Press Release

Buy-&-build in the commerce content sector: Waterland establishes growth partnership with LionsHome

Hamburg/Berlin, Germany, 10. February 2022 – Investment group Waterland Private Equity (“Waterland”) partners with LionsHome GmbH. The company operates one of Europe’s leading product comparison platforms in the home & living vertical with web portals across 10 countries. Together with founders Michael Röcker (CEO) and Christoph Königer (CTO), Waterland plans to develop the company into a broadly positioned commerce content group via a buy-&-build strategy. Both founders re-invested significantly as part of this transaction. Further financial details will not be disclosed.

LionsHome GmbH was founded in 2014 in Berlin and is currently active in 10 countries. LionsHome aggregates the online product portfolio of numerous leading companies in the home & living sector into a unique product comparison platform for its end customers. This allows customers to quickly and easily find and compare product collections from well-known manufacturers in the furniture and interior design segments on one single website. As well as the typical household and office furniture, at LionsHome you can also find plenty of accessories, decorative items, lamps, garden furniture and much more. With around 40 million visits each year, LionsHome is one of Europe’s leading product comparison platforms in the home & living sector.

The partnership with Waterland is intended to mark the beginning of a long-term growth trajectory. The clear vision is to develop a leading commerce content platform that aggregates a wide range of digital publishing models under one roof. Using a buy-&-build strategy, the core LionsHome platform is intended to grow quickly through further add-on acquisitions, for instance in additional product verticals (e.g., fashion) or in additional geographies to expand market penetration into further European countries as well as the US.

“With LionsHome our intention from the very beginning was to make product comparisons a simple and exciting experience for our end customers – we are very much looking forward to working together with Waterland to apply this concept to additional segments”, reports LionsHome’s CEO Michael Röcker. “As a buy-&-build investor Waterland has an impressive track record – the chemistry between us worked right from the very beginning. We are very much looking forward to our collaboration in the coming years.”

Dr. Carsten Rahlfs, Managing Partner at Waterland, adds: “With its highly ambitious team, LionsHome is extremely well positioned and is already among Europe’s leading and fastest-growing commerce content players in the home & living segment today. The company is perfectly positioned to sustainably develop its strong position and its offering portfolio. We

have identified many growth opportunities and are looking forward to tackling these together with the LionsHome team.”

About LionsHome

LionsHome GmbH operates a comparison site covering furnishings and better living. With 32 million users a year, LionsHome is one of Europe’s leading furnishing portals. LionsHome offers an innovative online service for browsing furniture and home accessories from a wide range of stores at a glance and comparing offers.

The company was founded in 2014 by Christoph Königer and Michael Röcker in Berlin and has since become one of the fastest growing digital brands in the Home & Garden sector. LionsHome was named a Digital100 winner by SimilarWeb in 2022, making it one of the 10 fastest-growing digital brands in the Home & Garden sector.

About Waterland

Waterland is an independent private equity investment group that supports businesses in realizing their growth ambitions. With substantial financial resources and industry expertise, Waterland enables its portfolio companies to achieve accelerated growth both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), France (Paris), Germany (Hamburg and Munich), Poland (Warsaw), the UK (London and Manchester), Ireland (Dublin), Denmark (Copenhagen), Spain (Barcelona) and Switzerland (Zurich). The company currently manages more than EUR 9 billion of investor commitments.

Since its foundation in 1999, Waterland has consistently achieved above-average performance with its investments. Globally, the company is ranked fifth in the HEC/Dow Jones Private Equity Performance Ranking 2020 and is ranked eighth in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report 2020 among global private equity firms. In addition, Real Deals has awarded Waterland the title Pan-European House of the Year 2020 in the PE Award.

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