

Agency group MSM.digital and Hamburger Beteiligungsgesellschaft BPE enter growth alliance for expansion and internationalization

- *Hamburger Beteiligungsgesellschaft BPE joins MSM.digital agency group as a shareholder and buy and build partner*
- *The founders are keen to continue pursuing their growth course, with a focus on internationalization through additional agency purchases in other European countries*
- *Social media, influencer marketing, digitization of POS and AR as fast-growing markets with huge international potential*

Hamburg, Germany, 16 March 2022 – [MSM.digital](#), a digital agency group established in 2018 by Markus Oeller and Torsten Oppermann with over 100 employees and offices in Hamburg, Lübeck, Stockholm, Berlin and Munich, has a new majority shareholder. Together with the investment group BPE (www.bpe.de) from Hamburg, the company will continue to pursue the construction of a successful agency group through continued expansion and internationalization by making additional purchases using a long-term buy and build strategy. The two founders have retained a significant stake in the Group and will continue to be responsible for the management and further development of MSM.digital in the future.

As a full-service digital service provider, MSM.digital supports leading companies and successful international blue chips in staging products and brands along all of the customer journey touchpoints – for more awareness, reach, sell-through and long-term brand loyalty. The Group’s strengths lie in the strategic, inter-unit combination of ultra-modern marketing instruments such as reach campaigns using PR, social media and influencer marketing, e-commerce staging and the creation of experiences at the POS. Four specialized units service the entire customer journey from digital communication through digital transformation in retail, POS and in-store marketing, as well as experiential marketing and retail staffing, to technology development for web, app and AR/VR.

Proprietary tech platforms such as [HashtagLove](#) for micro-influencer marketing and [One2Five](#) for web-based reviews and ratings support the campaigns. MSM.digital’s customers, which are primarily from the consumer electronics and gaming segments, include BandaiNamco, Electrolux, Electronic Arts, Microsoft, Riot, Samsung, Vodafone and Warner Bros, among others.

Together with BPE, MSM.digital is now firmly oriented towards expansion. The new partners see huge potential in the Group’s non-organic growth, with consideration being given to collaboration with additional successful digital agencies, particularly in the UK, France and Spain. The company’s blind spots in the area of performance marketing and SEO will be covered by acquiring agency-oriented services, thereby further strengthening the agency group’s market position.

Torsten Oppermann, Co-Founder and Managing Director of MSM.digital, notes: “In recent years we have occupied an outstanding position on the market for social media and influencer marketing as well as digital transformation at the POS. We believe that all digital areas will continue to have huge growth potential in the future as well. We are noticing an ever-greater

shift on the market towards the internationalization of campaigns – for us, this strategic step is therefore a logical consequence in terms of our customers' current and future requirements.”

“In order to continue to support our customers as best we can, we will push ahead with our growth in these fast-growing markets, additionally expand our existing competencies and continue them internationally. BPE gives us a strong partner and investor by our side who will allow us to implement our vision while developing our digital service portfolio”, adds **Markus Oeller, Co-Founder and Managing Director of MSM.digital**.

Aman Miran Khan, Partner at BPE, comments: “What impressed us with MSM.digital was the passion with which the entire team supports its customers, as well as its founders' proven strength in implementing projects. By focusing on the expanding areas of gaming and consumer electronics, the agency group is in an excellent strategic position for its planned Europe-wide growth. We are delighted to support MSM.digital in its continued success story.”

MSM.digital's existing shareholders were advised by GvW Graf von Westphalen (Legal, Tax) & Groupbuilders (M&A). BPE was advised by YPOG (Legal, Tax), PWC (Finance) and WDP (Commercial).

Imagery

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[Profile of Torsten Oppermann, Co-Founder and Managing Director of MSM.digital](#) (Photo credit: MSM.digital)

[Profile of Markus Oeller, Co-Founder and Managing Director of MSM.digital](#) (Photo credit: MSM.digital)

[Profile of Founders Torsten Oppermann and Markus Oeller](#) (Photo credit: MSM.digital)

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About MSM.digital

MSM.digital is an owner-managed agency group for omni-channel marketing. It helps brands to stage their products and services along all contact points in the customer journey and make them more familiar, thereby achieving long-term customer loyalty. The service portfolio comprises the areas of digital communication (MSM.digital Communications), digital transformation in retail, POS marketing (MSM.digital Channel Marketing), experiential marketing and retail staffing (MSM.digital Brandmates) as well as technology development for the web, apps and VR (MSM.digital Technology Systems). To achieve strong campaigns, MSM.digital combines communication channels such as PR, social media and influencer marketing, e-commerce staging and the creation of experiences at the POS across all units. MSM.digital employs over 100 people at locations in Hamburg, Lübeck, Stockholm, Berlin and Munich. Its reference customers include leading brands such as AEG, Amazon, AVM, BANDAI NAMCO, Electrolux, Electronic Arts, META, Microsoft, Riot Games, Samsung and Warner Bros. For more see: www.msm.digital

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About BPE

Having spent 25 years as a specialist for management buy-ins and buy-outs and for implementing buy and build strategies, investment company BPE has safeguarded the independence and innovative muscle of German small and medium-sized businesses. Typical reasons for investment include succession regulations, corporate de-mergers and buy and build strategies. For more see: www.bpe.de

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