



Press release

LionsHome acquires Franke Media and takes another step towards becoming a leading European Digital Publishing Group

Hamburg / Berlin / Oisterwijk, 14 March 2023 – Together with its majority shareholder Waterland Private Equity, LionsHome is actively working on the development of a European Digital Publishing Group: Following the successful integration of the product comparison platform Fashiola, LionsHome has now acquired the Dutch Deals & Coupons portal operator Franke Media B.V.

Established in 2014, Berlin-based LionsHome GmbH has grown to become a leading product comparison platform for home & living. With more than three million monthly users across ten countries, the company is now one of Europe's biggest furnishing portals. The acquisition of a majority stake by growth investor Waterland in 2022 was the starting point to create a leading European commerce content group that intends to unite a wide range of digital publishing models, e-commerce as well as e-service verticals, and geographical markets under one roof. The first step in this strategic direction was the acquisition of Fashiola mid-2022, which allows users in 25 countries to compare the online offerings of a multitude of leading fashion labels.

Now, Franke Media, a leading Deals & Coupons portal operator has joined the group as the newest addition. Since being established in 2012, the company has built the most-visited discount websites in the Netherlands and Belgium. More than 1.5 million unique visitors find vouchers and promotions on the two platforms Acties.nl and Deals.be every month. These offers originate from partnerships with major national and international brands such as bol.com, Amazon, ASOS, H&M, Nike and HEMA. The shares are being sold by the company's founder Vince Franke, who remains on board as CEO for Franke Media and will re-invest in the group in the context of the transaction.

"At Waterland we have always concentrated on long-term, successful buy-&-build strategies by establishing tomorrow's market leaders in exciting growth markets. LionsHome once again puts us in an ideal position to become one of the leading partners for commerce content advertising with a broad coverage of e-commerce verticals, geographies and digital publishing models. We are delighted to be collaborating with Vince Franke and his team. They are highly ambitious and bring impressive SEO expertise to the table", says Dr. Carsten Rahlfs, Managing Partner at Waterland.



“The acquisition of Franke Media represents a further important step towards our vision of assisting users in their purchasing decisions across all channels”, adds Michael Röcker, CEO of LionsHome and the Group. “By expanding our skills in the field of Deals & Coupons, we will now be able to offer even more attractive advertising opportunities to our partners in the future.”

“We are delighted to join forces with LionsHome and Fashiola in building a leading European Digital Publishing Group together. The ambition of LionsHome and Waterland matches perfectly with ours, therefore, we were quickly convinced that LionsHome is the right partner to accompany and support us in our next growth phase”, highlights Vince Franke, Founder and CEO of Franke Media. “Thanks to this partnership, we can accelerate the international expansion and help even more European users to save on their online purchases.”

About LionsHome

With ca. 100 million users a year, LionsHome is one of Europe’s leading Digital Publishers operating comparison websites. LionsHome offers an innovative online service for browsing products like furniture and home accessories or fashion from a wide range of stores at a glance and comparing offers. LionsHome 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 & Living sector. LionsHome was named a Digital100 winner by SimilarWeb in 2022, making it one of the 10 fastest-growing digital brands in the Home & Living sector. Add-on Fashiola was acquired in July 2022, extending the offering into the fashion segment.

About Franke Media B.V.

Based in Oisterwijk, Franke Media is a leading company in the Dutch affiliate marketing space. With Acties.nl and Deals.be, it manages the most-visited discount websites in the Netherlands and Belgium. Each month, more than 1.5 million users are drawn to these websites’ diverse discounts and special offers across its different platforms. The team makes sure that visitors can always find the most interesting and cheapest discounts and deals, thereby guaranteeing satisfied customers and the best possible results for the company’s partners. The company has partnerships with numerous major national and international brands including bol.com, Amazon, ASOS, H&M, Nike and HEMA.

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, Manchester), Ireland (Dublin), Denmark (Copenhagen), Norway (Oslo), Spain (Barcelona), and Switzerland (Zurich), and currently manages approx. 14 billion euros of investor commitments.

Since its founding in 1999, Waterland has consistently achieved above-average performance with its investments. Waterland stands in fourth place globally in the HEC/Dow Jones Private Equity Performance Ranking (January 2023) and is ranked seventh in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report 2022 among the world’s private equity firms.



WATERLAND
PRIVATE EQUITY INVESTMENTS

Press contact

IWK Communication Partner
Florian Bergmann
T +49 89 2000 30 30
waterland@iwk-cp.com
www.iwk-cp.com