

PRESS INFORMATION

's-Hertogenbosch, 18 December 2024

ABOVO MAXLEAD ACQUIRES SLOVAKIAN DASE ANALYTICS

Bratislava, 18 December 2024 – Abovo Maxlead, the largest independent media agency in the Netherlands, becomes 100% owner of the Slovakian data consultancy agency DASE Analytics. Since the foundation of DASE Analytics in 2016, Abovo Maxlead has been involved as minority shareholder together with the German digital agency Morefire and the local Slovakian management. Following the ambitions of Abovo Maxlead with regards to data-related services, the company has now bought out the other shareholders.

DASE Analytics is a data-driven consultancy firm which helps its customer's data-driven decision making through Google Analytics implementations, advanced data tracking, and data strategies. The company serves both the domestic and European market. DASE Analytics has always been closely connected to its Dutch and German shareholding agencies, as it was founded to tackle a shortage of data specialists. As of 2024, the organisation consists of 12 experienced data engineers and analysts.

Leveraging DASE Analytics, Abovo Maxlead will further accelerate its own 'Data & Insights' team and increase focus on the evolution of data-related services within its media, content and performance marketing group. The ambition is to triple revenues from such services within the coming 2 years.

Willem-Albert Bol, CEO Abovo Maxlead: "Obviously we know the DASE Analytics team very well already. Thanks to this acquisition, we are able to work together more closely. We see a tremendous growth potential in the digital data solutions market. For these challenges it is absolutely necessary to have adequate capacity and expertise in-house, even in the era of AI. We want to thank Júlia for all her efforts over the past years and are happy that she will stay involved in an advisory role for the coming period."

Júlia Micháleková, founder of DASE Analytics: "It has been an honour to have co-built this team and company. With Maxlead and Morefire as our founding partners, we have always had a very international focus. I am very pleased that Abovo Maxlead will now lead the company into a new phase of growth. The world of data is never dull and is full of challenges. I know the Slovakian team will be able to contribute in making big data steps for brands."

Frank Dalhuisen, Head of Data & Insights at Abovo Maxlead and as of 1 January 2025 managing director of DASE Analytics: "Since the foundation of DASE 8 years ago we have had a very pleasant cooperation with their data specialists. They are highly driven and focused on innovation, which makes us very aligned. The coming period we are planning to invest significantly in our data services and this acquisition fits well in that plan. As for myself, I will spend much more time in Slovakia to active engage the team. This is a bright foresight, both for our company and for me personally."

SHORT PROFILE ABOVO MAXLEAD

Founded in 1999, Abovo Maxlead is the largest independent media agency in the Netherlands. Their unique expertise and experience in media, data, tech, and creation enables them not only to let customers such as Basic Fit, HG, Primera, Corendon, Postcodeleerij, Intratuin, and VGZ to stand out of the crowd, but also to provide meticulous insight in which media efforts deliver results most effectively. In October 2019, the company acquired the successful online marketing agency Maxlead. As strategic online marketing partner, the company supports customers such as Carglass, Wolters Kluwer, and Marktplaats in lead generation and sales.

The group of companies, which each keeps their own location and identity, consists of 230 employees and manages a media and consultancy budget of approximately EUR 250 million.

Detailed information about Abovo Maxlead available at www.abovomaxlead.nl



SHORT PROFILE DASE ANALYTICS

DASE Analytics supports companies in making data-driven decisions by identifying relevant metrics and implement them. Amongst others the team optimizes e-commerce performance with Enhanced Ecommerce or adjusted metrics, as well as A/B testing en usability analyses for websites to improve conversion. With an analytics-audit, it is made sure that data is collected and used appropriately. Additionally, the firm offers expertise in Google Analytics and Firebase for web and mobile applications.

Detailed information about DASE Analytics is available at www.dase-analytics.com

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award-winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provides professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl

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