



HQ Equita

HQ Equita, for three decades a trustworthy partner for medium enterprises in the DACH-region, was supported by goetzpartners during the acquisition of the majority of EBERTLANG, the leading value-added software distributor for data protection in the German speaking countries.

hqequita.com | ebertlang.com

CHALLENGE

- Positioning as front runner in the competitive bidding process
- Compliance with the process plan's short timeframe
- Joint Equity Story beyond the strong market position

SOLUTION

HQ Equita decided for goetzpartners due to the integrated offer of the Transaction Advisory Group (Consulting in M&A, Commercial Due Diligence and Debt Advisory), combined with relevant industry expertise in the TMT-sector.

This one-stop-solution helped HQ Equita stand out during the process. At the time of the indicative offer, all questions regarding business model, market and competition had been answered. This was because of goetzpartners' vast industry knowledge and know-how combined with the early commencement of the CDD process. Thanks to this basis, HQ Equita was able to gain a position as front runner. Right after the indicative offer, exclusive negotiations were taken up.

goetzpartners acted as central coordinator between HQ Equita and the different Due Diligence Teams (Commercial, Financial, Tax and Legal), in virtue of which the Confirmatory Due Diligence was completed in the given timeframe, parallel to negotiations. Additionally, the goetzpartners Debt Advisory Team established an optimal financing strategy, which was customized to the company's strong growth and which was met with interest by the financing partners.

RESULT

- Close coordination of M&A, CDD and Debt Advisory services
- Convincing process strategy with an exclusive negotiation position
- Conclusion within three weeks after the start of the Due Diligence

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THE CORE EXPLORED

HQ Equita developed a front runner strategy together with goetzpartners to strengthen its position during the buying process of EBERTLANG. The aim was to prepare the content and the facts purposefully in the competitive race for the software distributor to ensure a quick execution and thus convince management and the seller.

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Additionally, the goetzpartners Debt Advisory Team established an optimal financing strategy, which was customized to the company's strong growth and which was attracted the interest of the financing partners. Apart from an appropriate size of borrowed capital, very attractive terms and high flexibility were agreed upon with the financing bank.

Therefore, goetzpartners contributed instrumentally in concluding the buying process in the very short period of three weeks from the beginning of the Due Diligence. In March 2019, HQ Equita was able to take on the majority of EBERTLANG from its previous shareholders, including continuing interest of management.

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The goetzpartners team convinced us with its combination of integrated Transaction Advisory Services and deep knowledge of the industry. Likewise, the central coordination of all Due-Diligence entities through goetzpartners contributed crucially to our positioning during the entire buying process. **”**



FLORIAN WIEMKEN
Partner, HQ Equita