

Burda is acquiring a further 35% of the shares in C3 – IEG the exclusive financial advisor to Lukas Kircher and Rainer Burkhardt

- C3 founders Rainer Burkhardt and Lukas Kircher are handing over a further 35% of the shares in C3 to their partner Burda
- Kircher and Burkhardt will continue to manage the group of agencies
- IEG – Investment Banking Group acted as exclusive financial advisor

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C3 was created in 2014 as a result of the fusion between KircherBurkhardt and the Burda Creative Group. IEG – Investment Banking Group also accompanied this fusion as financial advisor. Within a mere two years C3 Creative Code and Content has developed into the European market leader among the content marketing agencies. The two founders Rainer Burkhardt and Lukas Kircher are now transferring a further 35 per cent of their shares in the content-marketing network C3 to their partner Burda but will continue to manage the group of agencies. Lukas Kircher has this to say on the subject: “This is a consistent stage in our growth strategy in order to make our ambitious international acquisitions possible. Our aim is to transform C3 into the leading content marketing network worldwide, which will be able to serve globally acting business enterprises and brands from a single source”.

The company is pursuing its aim of quickly growing into a global player on this rapidly growing market by way of a resolute strategy of internationalisation. In 2016 C3 acquired the British agency Seven in London, and in the same year the strategic alliance with the U.S.-market leader Meredith Xcelerated Marketing (MXM) was forged. These two companies jointly founded the Global Content Marketing Network MXM//C3. C3 created further pillars for itself in the shape of acquisitions and alliances in other European countries, for example in Slovenia. C3 emerged from the most important International Content Marketing Awards, which were awarded in September 2016 at the Content Marketing World in Cleveland, as the best content marketing agency in the world.

The assumption of further shares by Burda is still subject to the approval of the cartel authorities, which is expected in the short term. The parties agreed to maintain silence regarding the purchasing price.

IEG – Investment Banking Group acted as exclusive Financial Advisor to Lukas Kircher and Rainer Burkhardt.

About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financing & Principal Investments for Internet, Technology & Services. Locally present in the key international growth regions and/or emerging markets, IEG – Investment Banking Group is a unique, influential and trusted partner for growth companies and larger, international corporates. Founded in 1999 and owned by its partners, IEG now employs more than 100 professionals around the world. For more information about IEG – Investment Banking Group refer to: www.ieg-banking.com.

About C3

C3 (Creative, Code and Content) is a digital-centric content marketing agency and content marketing agency of the year 2016. With offices in Berlin, Munich, Hamburg, Stuttgart, Frankfurt, Zurich, Prague, Ljubljana and London and a total turnover of more than EUR 100m, C3 is one of the largest content marketing networks in Europe. C3 creates innovative communication campaigns for more than 50 % of Germany's DAX30 are long term clients. For more information about C3 refer to: www.C3.co.

About Hubert Burda Media

With more than 500 printed and digital consumer media Burda is one of the largest media groups in Germany. With its staff of more than 10,300 employees Burda wishes to actively participate in shaping the transformation in the media world. Burda is active in 20 countries, first and foremost in Germany, Eastern Europe and Asia and has generated sales of more than EUR 2bn thereby. For further information about Hubert Burda Media: www.burda.com.