

### **Sale of a majority stake in evania video to Main Capital Partners – IEG acted as exclusive financial advisor to the shareholders of evania video**

- The shareholders of Berlin-based evania video have successfully sold a majority stake to Main Capital Partners
- By way of the acquisition, evania video will be able to accelerate its presence in programmatic video advertising

**Cologne, 12th September 2017**

The shareholders of programmatic video solution provider evania video have successfully sold a majority stake in the company to Main Capital Partners (MCP). Based in Berlin and with a strong local presence, evania video has shown impressive growth rates since founding in 2016.

By acquiring a majority stake, Main Capital will actively support evania video in further international expansion, as well diversifying and strengthening the company's offerings, among others through selective and complementary acquisitions. Although there are no immediate changes expected in the current business, with the support of MCP the companies expect to continue broadening the solutions, services and markets of evania video.

*"We are thrilled to have Main Capital Partners onboard as a majority shareholder, and are confident that they are the ideal strategic partner for the continued and accelerated growth of evania video programmatic video advertising solutions."* (Oded Shoham, CEO and Co-Founder, evania video)

*"evania video offers a self-developed, innovative solution for international publishers and sales houses to efficiently monetize the constantly increasing demand for video inventory. In addition to continuing the already demonstrated impressive growth, we see significant opportunities to further expand the business through intelligent acquisitions in the highly dynamic Advertising and Marketing Technology market."* (Charly Zwemstra, Managing Partner, Main Capital Partners)

IEG – Investment Banking Group acted as exclusive financial advisor to the shareholders of evania video.

### **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 Investment 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](http://www.ieg-banking.com).

### **About evania video**

evania video GmbH focuses on providing publishers and sales houses with a proprietary and complete programmatic video advertising solution, including robust player technology, strong monetization options, and a wide variety of premium video content. The company has a strong foothold in the DACH publisher eco-system, and has recently begun to expand its business to other international markets. For more information about evania video refer to: [evania-video.com](http://evania-video.com)

## About Main Capital Partners

Main Capital is a private equity and Mezzanine Capital investor with an exclusive focus on the software sector in the Benelux and DACH area. Within this sector, MCP are the most specialized company in management buyouts and later-stage growth capital. Main Capital has approximately EUR 300 million under management for investments in mature but growing software companies in the Benelux and DACH area. An experienced team of professionals manages the Private Equity Funds. For more information about Main Capital Partners refer to: [main.nl/capital/en](https://main.nl/capital/en)