

IK Partners invests in Remazing

IK Partners (“IK”) is pleased to announce that the IK Small Cap III Fund has acquired a significant minority stake in Remazing GmbH (“Remazing” or “the Company”), a leading marketing services and software provider focussing on the Amazon marketplace. IK is investing from its dedicated pool of Development Capital, acquiring its stake from the founders who are reinvesting alongside IK.

Remazing was founded in 2016 by Hannes Detjen and Emil Beck and was developed to serve the growing demand from consumer brands to market their products directly on Amazon. Today, the Company is the largest independent provider in the market, serving over 100 corporate clients globally and employing over 100 e-commerce experts who are based in its headquarters in Hamburg and across local hubs in Barcelona, London, Paris and Turin.

With Amazon broadening its market reach across product segments and geographies in recent years, Remazing developed a full-service offering around content creation, management and monitoring supported by Remdash, its own proprietary software. The Company supports a range of brands selling products across the Beauty & Health, Household & DIY, Sports and Baby segments, counting leading companies such as Henkel, Under Armour and Tonies among its clients.

IK has acquired a significant minority stake in Remazing with Hannes, Emil and Managing Director Filip Egert and Chief Technology Officer Timo Helken reinvesting alongside. With IK’s support, Remazing plans to grow through: strengthening partnerships with existing clients and acquiring new ones, increasing market penetration, developing its technology offering further and expanding into other marketplaces. Additionally, the Company aims to build its presence globally through the execution of a selective M&A strategy.

Hannes Detjen and Emil Beck, Co-Founders and Managing Directors of Remazing, commented: “We are excited to embark on a new stage of development with IK. For the last six years we have been on an incredible journey as we turned our ideas into reality and developed a compelling proposition which helps our clients increase their sales online. The time has now come to welcome external investment to help us turbocharge our own growth and cement our position globally.”

Ingmar Bär, Director at IK Partners and Advisor to the IK Small Cap III Fund, said: “Hannes and Emil have achieved a huge amount in building Remazing with their ambitious team and establishing it as one of Europe’s leading Amazon-focused, tech-enabled marketing services firms. With the ongoing growth of the Amazon ecosystem and growing professionalisation of marketing across online platforms, we see huge potential in partnering with the Remazing team to develop the Company into a leading global player.”

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About Remazing

Remazing is a leading international provider of services and software solutions for brands on Amazon and other online marketplaces. As a global partner of industry leaders, we help brands write their own success stories in all relevant markets. Our team of e-commerce experts develops locally tailored strategies and implements content optimizations, advertising campaigns and monitoring using our own software solution, Remdash. For more information visit www.remazing.eu

About IK Partners

IK Partners (“IK”) is a European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK has raised more than €14 billion of capital and invested in over 170 European companies. IK supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects. For more information, visit www.ikpartners.com

For further questions, please contact:

IK Partners

Vidya Verlkumar
Phone: +44 (0) 7787 558 193
vidya.verlkumar@ikpartners.com

