



Press Release

YPOG advises digidip on acquisition by Waterland's company Yieldkit

Berlin, August 20, 2021 – A Team led by partner Frederik Gärtner comprehensively advised the Berlin-based affiliate marketing company digidip on its acquisition by Waterland Private Equity's company Yieldkit Group. In January, Waterland had already become a majority shareholder in Yieldkit, a leading platform for content monetization, performance and affiliate marketing. Since then, Waterland has bundled its affiliate and performance marketing activities under YK Group GmbH. Now digidip, a specialist in premium content monetization, has joined the group. The two affiliated companies digidip and Yieldkit complement each other's portfolios and aim to further expand their leading global market positions in the areas of commerce content and affiliate marketing. digidip was founded in 2013 by Sabrina Spielberger in Berlin and specializes in content and performance analysis. The company, to which more than 100 networks with more than 40,000 merchants worldwide are connected, offers technology products for content monetization especially in the premium publisher segment. According to its own information, digidip refers more than four million users of publishing offers to online stores every day. digidip is active in 40 countries worldwide; the most important markets include the USA, Germany, Great Britain and France. digidip has won several awards in the startup scene since its founding, including 1st place in the IT, Internet, Software and Services sector of the "Focus-Business Growth Champions", 9th place in the "Gründerszene Growth Ranking" and 34th place in the "FT 1000: Europe's fastest-growing companies". According to the company, digidip and Yieldkit together generated €2.4 billion in global e-commerce revenues for advertisers in 2020. The duo is already the market leader in Europe and ranks among the top three in the U.S.

"It is a visionary and promising step to combine the offerings of digidip and Yieldkit and thereby create a player that has the potential to strive for market leadership in affiliate marketing and content monetization outside Europe as well. We congratulate all parties involved on this successful transaction," says YPOG partner Frederik Gärtner.

Advisors digidip: YPOG

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Waterland was advised by Simmons & Simmons (Lead: Dr. Christian Bornhorst).

About YPOG

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IT/IP and notarial services. The Team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG has become one of the leading players for venture capital, private equity and fund structuring in Germany. The firm and its partners



have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 70 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: www.ypog.law and www.linkedin.com/company/ypog.

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