



P R E S S R E L E A S E

Marondo Capital invests in content marketplace Textbroker

Mainz/Munich, June 01, 2022 - Private equity firm Marondo Capital is a new shareholder in Textbroker, the world's leading content platform. Marondo acquires the shares of investor Kennet Partners.

In addition to Marondo's investment, there are further structural changes at Textbroker: El-Hadi Zahri, Managing Director of Textbroker since 2014, also becomes a shareholder in the online company in addition to his current role. Textbroker founder and Chief Technology Officer Jan Becker-Fochler remains invested in Textbroker.

Becker-Fochler founded Textbroker in 2005 as the first text platform of its kind, on which authors and customers could be matched. Today, customers receive texts written by native speakers in 36 languages as well as translations in any language in the world. Tens of thousands of authors, editors and other content service providers complete more than 100,000 orders a month through the content platform.

"I am very pleased that our international team of employees can now embark on the coming years with the backing of this new outstanding partner. I would like to thank everyone who has accompanied us on our journey to become the world's leading content marketplace over the past 17 years. Marondo has been keen to be part of our future story from the outset and I look forward to the future with such a reliable partner at our side", notes Textbroker founder Jan Becker-Fochler.

Dr. Stefan Elsser, partner and co-founder of Marondo Capital, adds: "Textbroker's development is impressive. Textbroker has risen from a pioneer among text platforms to a full-service partner for professional content marketing and translations. We are honored to support the world's number one content marketplace on its continued international growth path. We strongly believe that we will continue to generate profitable growth with Textbroker's outstanding business model in the market for bespoke content."

Textbroker's Managing Director El-Hadi Zahri notes, "It's great to see that Marondo Capital is as convinced as we are about our business model and clear growth potential. The last few years have shown that we can successfully navigate the market even in times of pandemic and inflation, and that the demand for custom content continues to grow around the world. I would like to thank each of our employees and continue to believe strongly in the success of our international team. With our new shareholder structure, we are optimally prepared for the future of Textbroker."

Hans-Christian Perle of Kennet Partners adds, "Since we invested in Textbroker in 2010, we have been part of Textbroker's rapid growth and global expansion. By now, the company is not only an established Mittelstand company, but the world's leading online platform for texts. We are proud to have been able to accompany this exciting success story for more than a decade."

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**About Textbroker:**

Under the Textbroker brand, Sario Marketing GmbH offers the world's leading online platform for texts. Textbroker has been the pioneer among text platforms since 2005 and is now a complete partner for professional content marketing and translations. As one of the leading online platforms, the Mainz-based company with a branch in Las Vegas today offers over 80,000 customers worldwide high-quality editorial texts and a wide range of service options for all aspects of content creation. Tens of thousands of authors, editors and other content service providers process more than 100,000 orders through Textbroker every month. The result: tailor-made unique content according to customer requirements. Textbroker customers - including leading international listed corporations, SEO agencies, store operators, travel portals, social media communities, publishers and webmasters - can have texts written by native speakers in 36 languages and translated in all language combinations.

www.textbroker.de

About Marondo:

Marondo is an innovative investment company for fast-growing, technology-focused, next-generation SMEs in Germany and DACH. The partnership invests in companies in the traditional German engineering disciplines through majority and minority transactions. This includes medical, healthcare and environmental technologies, software & IT, as well as new materials and Industry 4.0 technologies. In addition to substantial expansion capital, Marondo offers liquidity solutions for existing shareholders. The partnership is supported by four partners who, based on their long history in the PE and VC world, have together already invested in approximately 85 companies and completed more than one hundred transactions in the last two decades.

www.marondo.com

About Kennet Partners:

Kennet is a technology-focused growth investor that invests in established, fast-growing companies. It focuses on companies specializing in software and Internet technologies. Kennet provides expansion capital to companies seeking to accelerate growth and generate exceptional shareholder value in partnership with an experienced investor. Kennet currently manages funds of over \$700 million and has offices in London, Frankfurt and Silicon Valley.

www.kennet.com

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