

*Transforming Financial  
Services Across Europe*

AnaCap receives regulatory approval to complete acquisition of leading German Payment Service Provider Heidepay

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AnaCap Financial Partners (“AnaCap”), the specialist European financial services private equity firm, has today announced that it has received the required regulatory approvals to complete the acquisition of a controlling stake in Heidepay. This news comes after the firm signed an agreement to acquire one of Germany’s leading online payment service providers (PSP) back in January of this year.

Founded in 2003, Heidepay is a full-service PSP that facilitates payment acceptance on behalf of online merchants. The platform is 100% proprietary, serving more than 14,500 primarily online businesses across the DACH and Benelux regions, and processes transactions across more than 200 payment methods, covering online, mobile and point-of-sale channels.

Heidepay operates in a high growth market driven by the continued expansion of global e-commerce. Processed volumes globally are predicted to increase at a rapid rate and are estimated to reach close to €4 trillion by 2019, while the addressable market in Europe alone is said to be worth around €154 billion at present.

Heidepay itself has seen significant expansion over the past three years. It processed close to €900 million of transactions in 2016, which represents an above market CAGR of more than 20% since 2013. Heidepay intends to grow its business organically and inorganically, broadening its offering in existing jurisdictions and across the payments value chain, launching additional products and functionalities, and potentially entering other select EU markets.

Tassilo Arnhold, Director at AnaCap, commented:

“We are extremely excited about partnering with AnaCap for the next chapter of developing Heidepay. Over the past years, we have built a fully independent, fast-growing and leading German Payment Service Provider. To realise the platform’s full potential and capitalise on the continued vast market growth opportunity, we are confident now is the right time to partner with a professional investor. With its deep expertise in European financial services and proven track record of supporting fast-growing companies, AnaCap is the ideal investor for our next stage of development.”

AnaCap was advised by Norton Rose Fulbright and EY. Heidepay was advised by Corestar Partners and Herbert Smith Freehills.

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