

AnaCap backed heidelpay acquires mPAY24 in Austria

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heidelpay Investments GmbH (the “heidelpay group”), a leading German and Germanic-speaking countries (“DACH”) payment service provider (“PSP”) backed by AnaCap Financial Partners (“AnaCap”), the specialist European financial services private equity firm, today announces the acquisition of mPAY24 GmbH (“mPAY24”), a leading Austrian PSP.

Founded in 2001, mPAY24 is a Vienna-based PSP primarily focussed on e-commerce technical payment processing services. The e-commerce payments platform is used by over 2,000 merchants today and enjoys a reputation as the “go-to” specialist for solutions in online payment transactions in Austria.

mPAY24 is the second bolt-on to the heidelpay group in less than three months, since AnaCap's initial investment in September 2017. It follows on rapidly from the acquisition of StarTec, a Hamburg-based point of sale payment solutions provider, in October 2017. Acquiring a leading provider in the Austrian market marks yet another step towards establishing a multi-jurisdiction payment solutions provider, offering a full suite of omni-channel payment services for its valued merchants.

The heidelpay group offers market-leading payment solutions and customer service capabilities, and the combined business will be able to implement innovative products and services for its growing customer base, both in its existing market and now expanding across the DACH region.

Processed e-commerce volumes globally are estimated to reach close to €4 trillion by 2019 and the ongoing expansion of the heidelpay group, through both organic and inorganic initiatives, continues to position the company favourably to capture this attractive growth opportunity.

Tassilo Arnhold, Managing Director at AnaCap, commented:

“We are pleased to have completed an additional add-on acquisition for heidelpay group in such short order, in what is a very exciting time for the payments landscape in Germany and the DACH region more generally. mPAY24 joins our leading DACH payment service platform as we seek to establish a true omni-channel and multi- jurisdiction payment solutions provider, and entry into the Austrian and wider DACH market is a significant milestone for heidelpay.”

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Mirko Hüllemann, Founder and CEO of the heidelpay group, commented:

"This symbolises yet another milestone in executing our e-commerce payment service growth strategy. With this merger, heidelpay can now offer its market-leading payment solutions to mPAY24's valued merchants. We welcome mPAY24 and its merchants into the heidelpay family and together with AnaCap, we look forward to expanding heidelpay's presence in Austria and beyond."

Michael Müller, former shareholder and Managing Director of mPAY24, commented:

"We are excited to be part of the heidelpay group. Our combined businesses will benefit our merchants and employees with the additional product offering and wider opportunities achieved through the combination of our leading platforms."