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AnaCap-backed heidelpay Group acquires PoS specialist Alpha-Cash

26 February 2019

The heidelpay Group further strengthens its position as leading omnichannel payment provider

The AnaCap-backed (<http://www.anacapfp.com>) heidelpay Group, one of the fastest-growing fintech service providers in Germany today announces the acquisition of point-of-sale specialist Alpha-Cash Payment GmbH.

The purchase of Alpha-Cash Payment GmbH is already heidelpay Group's second investment in 2019 following the acquisition of "PayLater" and collection specialist UNIVERSUM Group, which quickly became an integral part of the heidelpay Group back in late January (for background information via <http://www.anacapfp.com/media/25435/january-22-2019-anacap-backed-payment-services-provider-heidelpay-acquires-universum-group-in-germany.pdf>)

This latest acquisition of Alpha-Cash, the debit and credit card terminal specialist, with offices based in Rostock and Leipzig respectively, will further accelerate the heidelpay Group's impressive recent track record of growth, with revenue and EBITDA increasing 41% and 93% from FY17 to FY18.

Alpha-Cash Payment GmbH is now the third company within the heidelpay Group allowing cashless payments to be transacted at the point of sale ("PoS"). The group acquired Hamburg-based StarTec Payment & Service GmbH back in October 2017, followed in May 2018 by the purchase of Avanti Technology Graf GmbH, the leading commercial network provider in the Munich region.

Mirko Hüllemann, founder and CEO of the heidelpay Group, comments: *"Bricks-and-mortar retailing and e-commerce are increasingly converging. Payment service platforms now need to provide a seamless, omnichannel payments experience across e-commerce and PoS thus enabling retailers to offer their customers a truly satisfying shopping experience. The purchase of Alpha-Cash strengthens our position in this extremely fragmented area of PoS and expands our presence in the east and north-east of Germany respectively."*

Philipp Zwirner, responsible for the PoS division at the heidelpay Group, comments: *"Our network covering bricks-and-mortar PoS is growing ever bigger and more closely-knit. We offer one of the most powerful payment platforms and are concentrating on bringing real omnichannel to life by linking bricks-and-mortar retailing with online trading. This enables us to offer our customers an all-in-one payment solution from a single source."*

Tassilo Arnhold, Managing Director at AnaCap Financial Partners LLP, comments: *"This latest acquisition continues the heidelpay Group's buy and build strategy and represents the second deal for the company in 2019 alone and the fifth since our original involvement with the platform in 2017. The heidelpay Group continues to develop as a leading online and point of sale payment services provider in the DACH region."*

The financial details for this arrangement were not disclosed.