

OMMAX

Press Release

OMMAX advises a private investor in the acquisition of United News Network GmbH

Munich, 01.08.2017. We are happy to announce that OMMAX has successfully advised a private investor in the acquisition of 100% of the shares of United News Network GmbH (UNN).

UNN was founded in 2000 as Huber Verlag für Neue Medien GmbH, and provides DACH businesses with a distribution platform for press releases. The services are carried out under the brands Marken Pressebox and LifePR. Whereas Pressebox primarily offers solutions to the IT sector and the industrial production, LifePR - a brand established in 2007 - is focused on Lifestyle and Consumer Goods.

Over the course of 15 years, the Karlsruhe-based UNN has succeeded in continuously increase its revenue and profits. Currently, about 3000 well-known companies from different sectors shape the diverse client portfolio of UNN. Furthermore, numerous publishers, who use the platform for research, emphasize the importance of UNN on the market and the appeal of its services. Since its foundation, UNN has published over 1,5 million press releases for its clients.

As a digital consulting company, OMMAX successfully assisted the client in assessing the potential acquisition and preparing its implementation. The CEO of OMMAX, Toni Stork, was also delighted with the successful transaction: "We have analysed the digital value chain and digital growth potential of UNN to the last detail and are delighted with the good deal, which our client was able to make through this acquisition."

The successful private investor will continue with the current company strategy, which focuses on growth. "This is all thanks to the profound analysis and the outstanding consulting by OMMAX," commented the Managing Director of the private investor.

About OMMAX

OMMAX is an international digital consultancy based in Munich, specializing in complex digital transformation projects whilst catering to an array of mid-sized companies, large enterprises and investment firms. Composed of 50+ experts in the fields of consulting, transaction advisory services and digital marketing, OMMAX is a forerunner in the field of digital consulting.

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