

Frankfurt am Main / Gießen / Luxembourg, 22 July 2022

BIP is part of a consortium that takes a stake in Heizungsdiscount24 GmbH, a leading online retailer for heating technology and adjacent periphery products in the German-speaking regions

In January 2022, BIP Capital Partners, Luxembourg (“BIP”), through its advised fund BIP Interim SCSp, has co-invested alongside VR Equitypartner into Heizungsdiscount24 GmbH, based in Gießen/Germany. The consortium has acquired a significant participation in the company and will support it with equity as well as with extensive know-how in terms of process professionalization and expansion. With this sale, the founders intend to create the necessary conditions for further strong growth of the business. They remain invested in the company. The longstanding managing director of Heizungsdiscount24 has also taken a stake.

For the two founders, Torsten Seneberg and Alexei Siemens, this transaction is an important step towards an acceleration of the already strong growth and to become the leading full service provider in the German heating market. The managing director, Christofer Metz, will continue to lead the company and will become a shareholder, too. *“I am pleased to see that we have found an optimal constellation with VR Equitypartner, Christofer Metz and the other co-investors, to continue the success story of Heizungsdiscount24”* says Torsten Seneberg, adding: *“We have high hopes for the future development of our company, given the expertise of our partners in professionalizing organisations and processes, their competences in business expansion and the access we gained to their industry network already during the project phase.”*

Christian Futterlieb, managing director at VR Equitypartner, adds: *“The company is well positioned for further growth in a market that is increasingly happening online. Together with management and the staff we will align the organisational structures further to better suit the size of the company, expand the network of cooperation partners and explore further growth potential through a buy-and-build strategy.”*

Katrin Wehr-Seiter, managing director at BIP, comments: *“We are very pleased to support Heizungsdiscount24 GmbH in its further development together with VR Equitypartner and the other co-investors, and to participate in this ongoing success story.”*

About Heizungsdiscount24:

Heizungsdiscount24 has existed since 2006 as independent online retailer for heating technology and adjacent periphery products. In the course of its corporate history, the company has managed to position itself as one of the leading online resellers for heating in the German-speaking regions thanks to close relationships to suppliers, the setting-up of powerful logistics, intelligent online marketing and more than 500.000 satisfied customers. With a staff of around 100 people the company realized in 2020 revenues of more than 65 million euros showing a continued strong growth.

About BIP:

BIP invests in medium sized companies with clear growth perspectives, primarily in Germany, France, the Benelux countries, Austria and Switzerland. BIP helps firms from different sectors with their development and growth, providing both in-depth expertise and finance for additional growth initiatives or acquisitions.

More info: www.bip.lu

Contact:

Katrin Wehr-Seiter
Managing Director, Partner
katrin.wehr-seiter@bip.lu
Tel: +352 26 00 26 1

Sebastian Brose
Investment Director
sebastian.brose@bip.lu
Tel: +352 26 00 26 1