

## Webedia Germany adds another chapter to its success story

Acquisition deal with influencer marketing agency **flow:fwd** signed



Some of Germany's most famous influencers, 120 million contacts every month, active in all relevant areas, with the acquisition of the Hamburg based influencer marketing agency **flow:fwd Webedia Germany**, subsidiary of the French Webedia Group, has brought yet another important player in the media realm on board.

The deal was signed on Thursday. Marc-Andreas Albert, Webedia Germany's CEO, about the acquisition: "flow:fwd's culture and vision go perfectly well with our own values. We are all motivated by this one principle: To create innovative entertainment for millennials that offers added value to their lives."

flow:fwd is one of the most creative and important influencer marketing and management agencies in the German speaking area. Exclusive cooperations, highly individual support of talent and customers and the conceptual and

strategic development of owned formats and cross-platform campaigns make flow:fwd a one of its kind in the market. Top notch Youtubers like Apecrime (>6 mio YouTube subscribers), GermanLetsPlay (>2.9 mio YouTube subscribers), ungespielt (> 3 mio Youtube subscribers), Melina Sophie (>2.2 mio Youtube subscribers), Inscope21 (>2.7 mio YouTube subscribers), UnsympathischTV (>1.5 mio Youtube subscribers) and more are under contract, exclusively.

Just like **allyance**, Webedia's YouTube network and influencer marketing agency, flow:fwd specialises in consulting and developing influencer strategies in areas such as Gaming, Lifestyle, Comedy and Fitness, thus blending in smoothly with the fields of expertise that Webedia has to offer already. With the two influencer hubs combined, however, Webedia now looks after their stars the whole journey: from the finding of a new channel all the way to being a Social-Media star. In addition to that, flow:fwd's focus on webvideo superstars perfectly complements with allyance's expertise in scouting and fostering upcoming influencers.

CO-Founder and CEO Markus Frey says: "We are extremely happy to be part of the Webedia Group now. When thinking of further developing flow:fwd it was important to us to do so with a partner that has

the same goals and values as us. Over the past years Webedia has shown that they are an agile and fast company despite their size. We believe that this is a crucial feature in the industry that we work in as you have to be constantly flexible, fast and creative when reacting to current developments. With the new partnership we will be able to offer even better service, performance and production know how to our talent and customers."

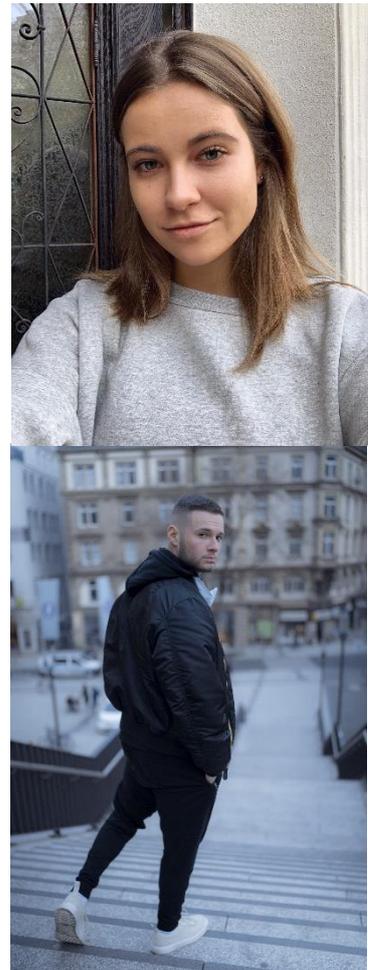
From 2019 Pepe Wietholz will act as the head of the creative division and CCO, working closely together with talent and customers to develop new concepts and strategies. In addition to that, Hendrik Martens, as one of the founding members of the BVIM, will become the CMO from 2019. The focus for him will be on pushing the external perception and the new business development of flow:fwd.

Since its inception in 2015 flow:fwd has built an impeccable reputation and won the trust of well-known international entertainment and lifestyle brands such as Disney, LG, Universal, Vodafone, Jack and Jones, Unilever and Shell.

The new partnership makes the company a part of **TalentWeb**, the world's largest YouTuber network. With more than 600 exclusive influencers and 4 billion views per month, TalentWeb is active in four continents, allowing for talent to participate in globally spanning campaigns, thus adding value to what flow:fwd already offers to its influencers.

Like with every acquisition made by Webedia, Founder, CEO and team remain in the company after the sale. Marc-Andreas Albert explains his reasons for the decision: "I fully trust Markus, Hendrik and Pepe to be capable of bringing flow:fwd to the next level. They have, after all, managed to build long lasting relationships with their influencers and have proven that they always give spot on advice to their customers. Now it is our job to help them achieve even more by making the most of the synergies we can offer them, especially with our network alliance and our expertise in video production."

The consulting company Technology Return was acting as financial advisor to flow:fwd during the transaction. Pier 11 acted as legal advisor on the completion of the transaction.



#### About Webedia

Since 2007, Webedia has been targeting a passionate audience by building a global network of unique talents, media brands, events and services within the entertainment and recreation industries. With more than 50 sites worldwide under their wing (AlloCiné, Purepeople, Puretrend, Jeuxvideo.com, Gamestar, 3DJuegos, 750g, Tudo Gostoso, Minha Vida, EasyVoyage...), and some of the most influential trendsetters on social media (El Rubius, Vanoss, Cyprien, Squeeze, Norman, Natoos...), the group attracts more than 229 million unique visitors (comScore, December 2017) each month on all devices. Webedia guides its clients through the process of defining and achieving their digital marketing strategies, offering solutions to their advertising, content marketing and e-commerce needs. Webedia joined the French investment company Fimalac in May 2013, under the leadership of Marc Ladreit de Lacharrière. Webedia Germany is a subsidiary of the French Webedia Group. With brands such as Filmstarts, Moviepilot, Purestars, Gamestar and Gamepro the online publisher reaches more than ten million entertainment fans, over three million follower on Facebook and more than nine million YouTube subscribers.

### **About flow: fwd**

After working with content for YouTube and other digital channels, we know which formats and content people are really interested in. We create stories for our clients and spark them into existence on all platforms. The flow: fwd team consists of all the necessary professionals such as researchers, strategists, directors, production companies, community managers and graphic designers. Our ideas are resoundingly successful and can be played on all channels.

Our artists are active in all relevant areas, such as gaming, lifestyle, comedy and fitness, collectively reaching a total of over 120 million contacts each month.

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