

Press release

Successful growth course: mrge acquires SourceKnowledge and expands North American footprint

Hamburg, April 3, 2023 – mrge is the leading global platform offering tools and technologies for Commerce Advertising along the customer journey. mrge was launched in September 2022 and is backed by Waterland Private Equity. Now, mrge has acquired the Canadian performance advertising platform SourceKnowledge: the first mrge company outside Europe and the fourth to join the group portfolio.

SourceKnowledge is an advertising platform that helps performance marketers, and e-retailers drive revenue outside the walled gardens (Google, Facebook, Amazon) and helps publishers monetize their content better. One focus is on technologies that enable e-retailers to conduct DTC business and drive incremental revenue to their stores, thus maximizing profit. The company mostly operates on a cost-per-click (CPC) basis. In 2022, SourceKnowledge, founded in 2009 with headquarters in Montreal, Canada, delivered more than 1,000 US-targeted daily ad campaigns to its network of publishers, achieving nearly 6.5 million conversions. These performance indicators will now be added to the overall 3.5 billion affiliate links that mrge generated for its publisher clients in 2022, resulting in more than 2 billion euros of additional e-commerce revenue for its advertiser clients.

Michael von Stern, CFO of mrge, explains, “With SourceKnowledge, we have found the perfect match to extend our existing mrge brand portfolio of digidip, shopping24, and Yieldkit. It is our first acquisition in North America and strengthens our competitive position, especially in the US, which is already our largest market. SourceKnowledge complements our existing product and service range perfectly – existing mrge publishers can now benefit from competitive CPC-based payouts. At the same time, SourceKnowledge market partners now profit from the global range of network and publisher relationships within the existing mrge portfolio. They can thus expand their agency and direct-to-consumer (DTC) business globally. With its lively corporate culture, international team, and best-in-class service, SourceKnowledge shares the values that mrge embodies.”

Hector Pantazopoulos, CRO and Co-Founder of SourceKnowledge, shares: “We are very excited to become part of mrge, a company with global expertise in digital advertising. We have substantial monetization opportunities for publishers through relationships with advertisers in the highest revenue-generating verticals, which will drive our joint growth. As part of mrge Group, we’re happy to provide our knowledge, experience, and strong relationships from over a successful decade in ad tech.



Together, we are stronger and can enhance our competitive position in the North American advertising market.”

Dr. Carsten Rahlfs, Managing Partner at Waterland, adds, “It is not very often that European companies buy North American companies – in fact, it usually happens the other way around. With the acquisition of SourceKnowledge, we are now taking this path. We are particularly pleased because this consolidates our presence and expands our footprint in the US and Canada. Now, four companies and a portfolio of now more than 55,000 advertisers, 5,500 publishers, and 100 networks strengthen mrge’s position as the world’s leading platform for Commerce Advertising.”



Michael von Stern, CFO, mrge



Hector Pantazopoulos, CRO, SourceKnowledge

About mrge

mrge is the world’s leading commerce advertising platform, connecting 5,500+ publishers, 55,000+ advertisers, and 100+ networks – in over 160 countries. In 2022, the group generated 3.5 billion affiliate clicks for its publisher clients, resulting in more than two billion euros of additional e-commerce revenue for



its advertiser clients. By merging smart tools, technologies, and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers, and users alike.

mrge combines the strengths of four market-leading companies: **digidip**, which focuses on premium publishers with high traffic; **shopping24**, which offers product recommendation solutions; **SourceKnowledge**, an established CPC platform; and **Yieldkit**, which enables high reach and quality performance. mrge is backed by the private equity investment group Waterland as majority shareholder and is led by CFO Michael von Stern and CTO Nils Grabbert. mrge has offices in Germany (Hamburg, Berlin) and Canada (Montreal) and currently employs over 140 people.

www.mrge.com

About Waterland

Waterland is an independent private equity investment group that supports businesses in realizing their growth ambitions. With substantial financial resources and industry expertise, Waterland enables its portfolio companies to achieve accelerated growth, both organically and through acquisitions. Waterland has offices in the Netherlands (Bussum), Belgium (Antwerp), France (Paris), Germany (Hamburg and Munich), Poland (Warsaw), the UK (London, Manchester), Ireland (Dublin), Denmark (Copenhagen), Norway (Oslo), Spain (Barcelona), and Switzerland (Zurich), and currently manages approx. 14 billion euros of investor commitments.

Since its founding in 1999, Waterland has consistently achieved above-average performance with its investments. Waterland stands in fourth place globally in the HEC/Dow Jones Private Equity Performance Ranking (January 2023) and is ranked seventh in the Preqin Consistent Performers in Global Private Equity & Venture Capital Report 2022 among the world's private equity firms.

www.waterland.de/en

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