

STELLA EOC

Mediashop: Equity Investment & Debt Refinancing

2017/2018



Omni-channel retailer MediaShop receives significant equity and debt investments in two separate transactions

Founded

1999

Market Leader In

DACH

Total TV Reach

c.150m

FY14/15 - FY17/18 Revenue CAGR

21%+

Headquarters

Neunkirchen,
Austria

MediaShop: The leading omni-channel retailer in the DACH region

Founded in 1999 and acquired by its current majority shareholder in 2006, MediaShop is a leading omni-channel retailer selling its products through all major marketing & sales channels, including DRTV, offline retail shop-in-shop systems, own e-commerce activities as well as third party web-shops and social media platforms.

MediaShop's strong product development capabilities allow the company to introduce own award-winning products and brands to the market. Products are advertised based on infomercials produced in-house and distributed internationally via various marketing channels.

MediaShop strengthens its ownership structure and refinances ongoing operations

In 2017, Hannover Finanz, the leading Germany based private equity fund with a focus on long-term investments in mid-sized companies, acquired a minority share in MediaShop, facilitating the succession of a former shareholder and an increase in the shareholding of the existing management team.

In 2018, MediaShop raised debt to refinance ongoing operations and allow for a dividend recapitalization with IKB and Erste Bank.

Stella EOC acted as investment banking advisor to MediaShop on both transactions.