Göttingen Corporate Finance acts as sole financial advisor to Staplerkönig on its successful 100% sale to Kramp Group.

November 2020

About the Transaction
Within a short time, Staplerkönig GmbH has made a name for itself as a rapidly growing b2b online platform for intralogistics spare parts and corresponding services.

The company's mission is not less than the complete digitization of the process of spare part procurement. Beside the online platform it has developed a portfolio of unique services such as a marketplace for used parts, a vehicle management app and a service finder.

The market for intralogistics spare parts in Europe represents annual recurring revenue of over 1$ Billion.

Both sides see the added value of the cooperation above all in the fact that they can share experiences with each other in terms of business models, online business challenges and customer services. In addition, the companies have agreed that Staplerkönig will not be integrated into the Kramp organization, will retain its own management and will continue to operate independently in the market. Both companies are looking forward to a successful and future-oriented cooperation.

Transaction Highlights

- The two founders maintained Göttingen Corporate Finance exclusively to execute a highly competitive process and find the ideal strategic partner in Europe to accelerate and expand its business.
- The two founders will stay in the company as managing directors with high operative level of freedom.
- Both companies profit equally from a joint future: Staplerkönig can focus on the development and internationalisation of its business field, while Kramp has the opportunity to further expand its digital pioneering role into the market for intralogistics spare parts.
- Closing of the transaction happened in November 2020.

This transaction continues to demonstrate Göttingen Corporate Finance's growing expertise and track record in the field of digitization.

Quotes
Markus Kempter, CEO and co-founder of Staplerkönig, commented: *"The team of Göttingen Corporate Finance did an unbelievable job! They were always present and on top of the process. Thanks to their in-depth industry expertise, reach to investors and commitment we found the perfect partner for the next step of growth. We are excited to join the Kramp family."*

Michael Goldemann, CEO and co-founder of Staplerkönig, adds: *"Without GCF this wouldn't have been possible. They guided us through many difficult parts of the process such as business plan projection, equity story drawing, investor's negotiations and valuation exercise. We selected the best fitting deal from multiple offers they brought to the table."*

Timo Peter, Founding Partner at GCF, commented: *"With our expertise at the intersection of classical industrial sectors such as intralogistics and digitization transformation, our access to relevant strategic and financial investors we were able to drive this cross-border exit to success."*

Mario Babic, CCO of the Kramp Groep, commented: *"Staplerkönig and the Kramp Groep are very similar in structure, as both companies focus on online business and have the same products, customers and suppliers, although being in a neighbouring market and of different sizes."*

About Staplerkönig GmbH

The company was founded in January 2018 in Wertingen, near Augsburg. Company founders Michael Goldemann and Markus Kempter recognized the need for a simple and digital solution for the delivery of spare parts and accessories for forklift trucks. The company is setting new industry standards with an online platform that is unique in the industry. Spare parts and accessories are sourced worldwide from renowned manufacturers, wholesalers and suppliers and are made available to customers in a targeted manner via the online store.

About Kramp Groep B.V.

Founded in 1951 by Gerrit Johann Kramp, the Kramp Group is headquartered in Varsseveld Netherlands. With 3000 employees and over 1$ Billion in revenue, Kramp is one of the largest trading e-commerce companies for agricultural parts in Europe. The main focus lays on the supply of spare parts for agriculture to resellers and industrial customers such as construction, forestry and gardening equipment manufacturers all over Europe.

About Göttingen Corporate Finance

Göttingen Corporate Finance (GCF) is a leading advisory firm to small and midcap technology driven companies. The firm provides fundraising, M&A and strategic advice to exceptional entrepreneurs and companies. The team combines in-depth investment banking knowledge, a passion for technology, entrepreneurial experience, financial acumen and a keen sense for what will count tomorrow. GCF advises clients from various industries ranging in maturity from first product sales to double-digit millions in revenues with a seasoned management and strong position in their market segment.

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