



Press Release

censhare Acquires Majority Stake in Customer Experience Agency Kontrast to Innovate Client Solution Development

censhare AG has today revealed the acquisition of a majority stake in Düsseldorf based customer experience agency Kontrast Communication Services GmbH, to enhance its solution development and consulting expertise, bringing innovative solutions to today's client challenges.

Kontrast has a proven track record of solving the digital experience needs of their clients and as a technology agency, it also has significant development experience of the censhare platform. This is a combination which brings invaluable market insight to censhare's research and development as it continues a 15 year track record of building client centric products.

"This is a very exciting opportunity for us, as it not only enables us to offer our clients a broader range of services, but also brings into censhare a creative, talented group of new colleagues, who understand the value of connecting our clients with their customers in their moment", commented Dieter Reichert, CEO and co-founder of censhare AG.

censhare and Kontrast clients will benefit from a combined offering of an innovative, flexible software platform and a full range of customer experience services which will accelerate their digital transformation programs.

"censhare's broad content management capabilities are now connected to real time interaction management and mobile through its recent acquisition of 360dialog, and figuratively add the black keys to our white keys" says Joachim Fischer, CEO of Kontrast Communication Services.

The addition of Kontrast Communication Services GmbH to the growing censhare AG organization will create a business of about 500 people and adds revenue of over €10 million. It will also further expand the DuMont Marketing Technology portfolio, an investor in censhare AG as well as leading European social media companies, Facelift and Uplift.

This transaction is subject to review and approval of the German antitrust authorities (Bundeskartellamt) and is therefore not final at the time of this press release.

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About Kontrast

Kontrast Communication Services GmbH is an insight driven, solution agency. Kontrast established a digital transformation part in 1994 to maintain all clients media-neutral. With "createering", Kontrast offers a lateral thinking approach through the important talents of creation and engineering and provides services to clients across various industries, including KEUCO, HUAWAI, HEXAL, Banco Santander, RATIONAL, Fressnapf, Krombacher and OVS (Sempione fashion). Learn more at kontrast.de

About censhare

censhare is a universal, smart content management software vendor which provides a content and marketing platform to global brands such as Dyson, Jaguar Land Rover, Kohls and Hearst Media Group enabling digital transformation in providing multi-channel, multi-language, personalized communication to their audiences. Learn more at censhare.com