



# LENNERTZ & CO

## **Lennertz & Co. acquires stake in world market leader for digital perimeter advertising in football**

**Hamburg, 3rd March 2022**

A private equity fund initiated by Hamburg-based family office Lennertz & Co. has acquired a minority stake in Ascend Sport Technology, the global market leader for digital perimeter advertising in football.

The Swiss company has a patented digital overlay technology, which is based on artificial intelligence (AI) and marketed via the portfolio company AIM Sport. The innovative technology allows broadcasting of the stadium advertising to be overlaid in the television signal. Thus, partner companies can place entirely new, targeted advertising and, as a result, generate more value. With this technology, Ascend Sport Technology has a clear unique selling point in the market.

Advertising boards in sports arenas are considered premium advertising space, as they cannot be "clicked away" by TV viewers. This is reflected in strongly growing advertising revenues and is an important source of income for football clubs. As an innovative advertising medium, it can be used nationally and internationally in front of an audience of millions. AIM Sport has long-term contracts with more than half of the leading football clubs in Europe, including Real Madrid, Paris Saint-Germain, AC Milan and many more clubs in the major European leagues.

Ascend Sport Technology was founded by Bernard de Roos in 2011. He was one of the initiators of the UEFA Champions League in the early nineties. The digital overlay technology makes it possible to virtualize the stadium perimeter for different language or cultural areas. The goal is to use the technology to send individualized advertising to almost every household.

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"We have known the business model since 2016 and have long-standing personal and professional relationships with the management of Ascend Sport Technology. The AI-based software promises high revenue potential, not only because of the ability to personalize advertising, but also because of its scalability into other key sports markets such as basketball or ice hockey," said Erol Ali Dervis, private equity manager at Lennertz & Co.

Bernard de Roos, CEO of Ascend Sport Technology says: "We are delighted to have Lennertz & Co. as our new anchor investor. The family office has a high level of expertise in the US market and a large network in digitalization. These factors were decisive for us in the entry of Lennertz & Co. in order to realize the next growth steps into further sports markets worldwide as quickly as possible."

### **About Ascend Sport Technology**

Ascend Sport Technology is a holding company under whose umbrella top-class sports technology companies have been established. Its work includes artificial intelligence, digital playout of targeted advertising and Big Data. Highly skilled teams of companies and engineers thus offer rights holders in professional sports exceptional growth. Ascend Sport Technology's clients include top clubs from almost all European football leagues, including Real Madrid, Paris Saint-Germain and AC Milan.

### **About Lennertz & Co.**

As an entrepreneurial and owner-managed family office, Lennertz & Co. focuses exclusively on the success of its clients' investments. The investment recommendations are in line with the personal preferences of the clients. They benefit from the independence of Lennertz & Co. and the exclusivity of the investment opportunities.

Lennertz & Co. also has a large number of authorisation certificates from the German Federal Financial Supervisory Authority (BaFin) and is thus subject to numerous qualitative and quantitative requirements of both BaFin and the German Bundesbank.

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Lennertz & Co. shares its clients' demand for fast, profound and secure decisions. In order to thoroughly examine the opportunities that arise in the venture and growth capital, private equity and blockchain segments for its clients, Lennertz & Co. has a competent team at its disposal that can look back on decades of experience. In addition, the advisory board consists of renowned industry, venture capital and private equity experts such as Prof. Dr Heinrich von Pierer, Prof. Dr Klaus Wucherer, Stefan Theis, Daniel Thung, Daniel Milleg and Florian Heinemann.

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