

## PRESS RELEASE

Vienna, 21 September 2023

Press Release Graf Patsch Taucher advised ZETADisplay English Final (230921)

### **Bernd Taucher of Graf Patsch Taucher Rechtsanwälte GmbH advised ZetaDisplay on its acquisition of Peakmedia – A leading Austrian digital signage company**

Bernd Taucher of Graf Patsch Taucher Rechtsanwälte GmbH (Vienna) advised ZetaDisplay AB (publ) on its acquisition of Peakmedia digital signage GmbH, a leading Austrian digital signage integrator. The acquisition is a decisive step for ZetaDisplay towards further strengthening its significant market presence in the DACH region and Europe. Bernd Taucher (Corporate/M&A) acted as lead counsel together with senior associate Julia Satala and associate Emre Erol.

*"We are very pleased to have supported ZetaDisplay and Hanover Investors in this challenging transaction and we are looking forward to a successful integration of ZetaDisplays and Peakmedia's businesses", commented Bernd Taucher.*

Peakmedia is a leading digital signage integrator in Austria. Established in 2012 by its 3 founders, the business manages approx. +9.000 active licensed installations and employs over 20 full time employees. Peakmedia is based out of Austria but the company has significant active installations also in Germany, Slovenia, Croatia, Hungary, Romania, Italy and Switzerland across a blue-chip customer base. Peakmedia provides a comprehensive range of digital signage and audio services to its customers.

#### **About ZetaDisplay**

Founded in 2003, ZetaDisplay is a leader in the Nordic region and second in Europe driving the digital transformation in physical environments on a daily basis. ZetaDisplay's solutions, concepts and software digitize, influence and inform people's behaviour and decision-making in stores, in public environments and in workplaces. ZetaDisplay is a global leader that actively influences the development of the international Digital Signage market organically, through innovation and through acquisitions. ZetaDisplay is based in Malmö, has a turnover of SEK +500 million and employs approx. 200 co-workers in offices in six European countries. In total, the company manages around 100.000 installations globally in more than 50 markets. ZetaDisplay is owned by the investment company Hanover Investors. More investor related information at [www.ir.zetadisplay.com](http://www.ir.zetadisplay.com) and [www.hanoverinvestors.com](http://www.hanoverinvestors.com). See also ZetaDisplay's press release at <https://ir.zetadisplay.com/news-releases/news-release-details/zetadisplay-acquires-peakmedia-leading-austrian-digital-signage>.

#### **About Graf Patsch Taucher Rechtsanwälte GmbH**

Graf Patsch Taucher is a boutique law firm specialising in Corporate Finance, M&A, Corporate & Commercial, Real Estate and Dispute Resolution. We are partners of PONTES, an alliance of law firms in Poland, Hungary, Slovakia, Romania, Bulgaria, Austria and the Czech Republic. ([www.ponteslegal.eu](http://www.ponteslegal.eu)).



Further Inquiry:

**Graf Patsch Taucher Rechtsanwälte GmbH**

**Dr. Bernd Taucher, M.Sc. (AMBS)**

Am Schwarzenbergplatz

Brucknerstraße 2/4

1040 Wien

T: +43-1-535-4820

F: +43-1-535-4820-44

E: [bernd.taucher@gpra.at](mailto:bernd.taucher@gpra.at)

W: [www.gpra.at](http://www.gpra.at)