



Emakina Group acquires CRM expert k.section



Vienna, Brussels, EMBARGO: 22 September 2016, 17.30 CET - Emakina Group (ALEMK) announces its wholly owned subsidiary company Emakina Central & Eastern Europe acquires Vienna-based CRM company [k.section](#), making it the group's CRM Center of Competence. Founded in 2004 by one of Austria's CRM top experts Mark Kaslatter, k.section is a certified partner of world leading CRM-solutions like Siebel/Oracle, Microsoft Dynamics, and Salesforce. k.section's team successfully defines, implements and manages business critical CRM projects.

After proving their great synergetic potential in joint projects with Emakina Central & Eastern Europe, the collaboration now moves to the next level. With this take-over, the k.section team integrates its activities in Emakina's operations in Vienna. Mark Kaslatter stays the Managing Director for CRM and Marketing Automation. He reports to Emakina's Central European hub, managed by Gerhard Handler. Clients of all agencies of the Emakina Group will also benefit from the huge know-how and hands-on expertise of Mark and his team, who will act as an internal CRM Competence Center.

The price of this acquisition will depend on the performance recorded by the company until 2019. Payment will be partly in own shares, and partly in cash. This acquisition will be financed by own funds, with a first payment of 385.000 euro in cash made now.

k.section is a highly respected boutique consultancy focusing on CRM consulting, implementation and support. It delivered a long series of success stories, for customers like Herold Business Data, Vienna University of Economics and Business, KTM, and Augustin Quehenberger Group. The team now integrates Emakina Central & Eastern Europe's integral business framework of strategy, service and support.

Emakina successfully merges different disciplines, embracing the entire digital transformation value chain in a fully integrated, holistic and efficient way. With this acquisition, it boosts its power to connect digital marketing execution and relationship management, and successfully tackle complex long-term business challenges.

Mark Kaslatter, managing director of k.section: "Addressing the current change of business-processes in the digital transformation era is not only a big challenge for our clients. As a service provider we have to be ready to consult and implement this constant change for our clients on a much broader technological and functional base than ever before. We found the right partner in Emakina and are ready to be a leading player in the area of digital transformation and act like no other CRM consultancy is able to do today!"

Gerhard Handler, in charge of of Emakina Central & Eastern Europe: 'The work of k.section time and again produced a very positive direct impact on its clients' sales and brand value. Mark Kaslatter and his crew are already fluently integrating in our expanding organization. With this acquisition, we respond to the massively growing interest in business for complete and integrated sales and customer management solutions around the various scenarios of digital transformation we manage and develop for and with our clients.'

Brice Le Blévenec, CEO of Emakina Group adds: 'Happy users make successful brands. We further strengthen our position as a trusted partner for our clients in imagining and creating delightful websites, e-commerce, applications and communication campaigns that build user equity, the key of all successful digital transformation. The crew of k.section is very welcome in the Emakina family, and they form an excellent addition to our vast talent pool!'



Mark Kaslatter, MD of k.section, joins Emakina Group with his team

About Emakina Group SA

The Emakina Group (ALEMK:BB) ranks among the top three independent full-service digital agency groups in Europe. Emakina Group agencies offer cutting-edge digital marketing services to leading domestic and multinational clients focusing on creating outstanding user experiences for their customers, employees and partners.

Happy users make successful brands. Seven hundred experts working from 15 offices in eight European countries deliver delightful websites, e-commerce, applications and communication campaigns that build user equity, the key to a successful digital transformation.

The Emakina Group reported sales of EUR 38.6 million in the first half-year of 2016 and is listed on Alternext of Euronext Brussels ([ALEMK:BB](#) - ISIN: BE0003843605).

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