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5 June 2025

POELLATH advises Paragon Partners on acquisition of DYMATRIX GmbH

Munich-based private equity firm Paragon Partners ("Paragon") has acquired DYMATRIX GmbH ("DYMATRIX"), a leading provider of software-as-a-service (SaaS) solutions for data-driven and AI-powered customer experience management. The seller is Performance Interactive Alliance GmbH ("PIA"). DYMATRIX's management team will remain operationally responsible after the acquisition and will actively drive the company's next growth initiatives in close partnership with Paragon. With this acquisition, Paragon continues to resolutely implement its strategy of investing in high-growth companies and supporting them in their ongoing organic and inorganic expansion. The parties have agreed not to disclose the financial details of the transaction. POELLATH provided legal advice to Paragon Partners on the management participation aspect of this acquisition.

Based in Stuttgart, DYMATRIX GmbH has supported companies in personalizing customer experiences in real time for over 20 years with its SaaS platform, which is based on real interactions and supplemented by AI-supported analyses and predictions. More than 200 renowned companies from the retail, insurance, energy, media, and service sectors rely on DYMATRIX.

Paragon Partners is an owner-managed, private investment firm focusing on established medium-sized companies with significant strategic and operational development potential in German-speaking countries. The company works closely with its portfolio companies to generate sustainable growth and improve operational processes. Paragon is active in various industries and currently holds investments in 13 companies.

POELLATH advised Paragon on the management participation aspect of the acquisition with the following Munich-based team:

- Silke Simmer (counsel, lead, management participations, M&A/PE)
- Dr. Benedikt Hohaus (partner, co-lead, management participation, M&A/PE)
- Natalie Tafelski (associate, management participation, M&A/PE)

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set management. We offer legal and tax advice from one source. In our selected and highly specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

We offer comprehensive service in the following areas: Mergers & Acquisitions | Private Equity | Venture Capital | Private Funds | Real Estate | Corporate and Capital Markets | Finance | Tax | Private Clients | Foundations and Non-Profit Organizations | IP/IT, Distribution and Antitrust Law | Employment Law | Litigation and Arbitration.