

Press Release

14 November 2024

Munich

Apera supports EGERIA in the financing of their portfolio company Leads.io

Apera Asset Management ("Apera"), a leading pan-European mid-market private debt investor, together with Rabobank, is delighted to announce the successful arrangement of bespoke debt facilities to finance Leads.io, a portfolio company of funds advised by EGERIA.

Headquartered in Hoorn (NL), Leads.io is a leading specialist in generation of leads, i.e. obtaining contact information from end-consumers with interest in a particular service or product and subsequently selling such information of the end-consumers to its B2B customers.

Leads.io acts as a domain expert in selected verticals and holds a strong value proposition as procuring leads externally at a fixed price is more effective for customers than building an in-house marketing team due to lack of know-how, uncertainty of results and high fixed costs.

The collaborative efforts of Apera, Rabobank and EGERIA have resulted in a custom financing solution for Leads.io featuring a first-out-last-out structure to solidify its leading position in a highly promising market segment.

Lutz Remer, Director at EGERIA, said: "We are pleased to embark on this collaboration with Apera and Rabobank, whose strong abilities in designing customized financing solutions is key to advancing Leads.io's growth objectives in this very appealing market."

Anzhelika Belova, COO & CFO at Leads.io, added: "We are very pleased with the prompt and collaborative financing process and are glad to have secured flexible capital to support our upcoming growth initiatives."

Philipp Ströhle, Principal at Apera, said: "We are delighted to conclude this transaction with EGERIA and remain committed to supporting the Leads.io management team in their growth journey. We deeply admire the accomplishments of both EGERIA and Leads.io in creating a market-leading presence within the lead-generation sector."

About Apera

Apera is a pan-European mid-market private debt investor operating in the UK, the DACH region, the Nordic region, France and Benelux. The firm develops long-term partnerships with private equity investors, SME borrowers, and advisors by providing tailored financial solutions that meet both the operational needs and growth objectives of clients, whilst producing attractive returns. Apera is focused on bringing a new standard of transparency to the private debt market. Apera currently has €5.1bn assets under management, with offices in London, Paris, Munich and Luxembourg.
