

# Storskogen acquires Dimabay

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Storskogen has acquired a majority stake in Dimabay GmbH (“Dimabay”), a performance-based advertising agency based in Germany that is active in 15 European countries. Dimabay offers advertisers a network for print-to-web marketing and produces parcel and magazine inserts. The company employs around 30 people and generated a sales increase of more than 80 percent in 2021 compared to the previous year. Financial details are being withheld for commercial reasons.

Dimabay provides the largest network for parcel and magazine inserts in Europe and is active in 15 countries. It offers advertisers its network for print-to-web marketing with a consistent focus on advertising results and performance-based models. Advertisers are offered reach in social media and influencer marketing via the subsidiary Dimabay Digital. Dimabay is headquartered in Berlin.

Managing Director of Dimabay, Martin Ehrentreich, will remain in his position after the transaction.

“Dimabay is in a strong growth phase and, together with Storskogen, has the best conditions for continued success. I look forward to further developing the business together with Storskogen to be able to offer our customers even more and better advertising opportunities for new customer acquisition,” says Martin Ehrentreich, Managing Director, Dimabay.

Lars Notthed, Managing Director of Storskogen Germany, sees the acquisition of Dimabay as an important addition to the group in Germany and Europe.

“Dimabay is an exceptional growth company that is perfectly positioned with its innovative advertising offers. We have followed the success of Dimabay for quite some time and were very impressed by how efficiently e-commerce retailers, including our own holdings such as PerfectHair.ch, and other advertisers can acquire new customers via Dimabay. We warmly welcome the entire Dimabay workforce to the Storskogen family and look forward to working together in the future.”

Christoph Tonini, former CEO of the listed media group TX Group, was recruited as new chairman of the advisory board and will bring his experience and expertise to the company.

“Dimabay is an innovative media company that, with its performance-based advertising offers, especially in the area of parcel and magazine inserts as well as influencer advertising, is perfectly positioned for further growth. I look forward to expanding the business with Storskogen and Dimabay,” says Christoph Tonini.

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**ABOUT STORSKOGEN**

Storskogen acquires and manages well-managed and profitable small and medium-sized enterprises within the business areas Industry, Trade and Services in the Nordic countries, DACH and the United Kingdom. On 31 December 2021, Storskogen consisted of 105 business units with a total of approximately 9,000 employees and a trailing annual turnover (RTM) of over SEK 23 billion.