



Company:  
Platinum Partners GmbH  
Name: Karl-Michael Krueger  
Email: mkrueger@  
platinum-partners.de  
Web Address:  
www.platinum-partners.de  
Address: D-80639 Muenchen;  
Romanplatz 12  
Telephone: +49-89-1711808-0

## Best Corporate Finance Advisor - Germany & Sustained Excellence in Cross-Border M&A - Germany

# Platinum Partners

Platinum Partners focuses on a number of larger German mid-cap firms and family offices which it advises on a recurring basis in all corporate-finance related questions. We invited Karl-Michael Krueger to talk us through the firm and its service offering.

One of the firm's key strengths is its cross-border related work, as Karl-Michael explains.

"Here at Platinum Partners we focus on cross-border deals (in-and out-bound) and recurring business mostly being spin-offs and add-ons within our existing and prospective Key-client-base which meet our strategic goals.

"One particular strength is that a significant part of our business is cross-border related. The reason for that is our strong relationship with Crowe Horwath International which is not only one of the worlds' leading audit and advisory networks, but CHI also has a strong international M&A-Team with a presence in currently 23 countries.

current market environment after the deal, except in properties or art. On top of that most German companies have seen very prosperous years and therefore shareholders ask themselves whether any asset manager can provide them with the same returns as their company. Consequently they may only decide positively regarding a sale if a potential buyer offers them an extremely attractive price."

As his final comment Karl-Michael outlines the firm's plans for future development, following on from its success in recent years.

"Over the past five to six years we were able to develop and communicate our brand towards a specific profile which gladly seems to work out better and better resulting in an increasing level of business coming to us without a specific prior marketing effort. So we hope to increasingly benefit from this effort and consequently look positive towards the future."

"what sets us apart from other, similar firms is our clearly defined key-customer related strategy which is **relationship- and not deal-orientated.**"

"On the other hand, what additionally sets us apart from other, similar firms is our clearly defined key-customer related strategy which is relationship- and not deal-orientated. Furthermore high ethical and professional standards, and finally and most importantly an advisory attitude which is clearly focused towards the best result for the client – and not fee-maximising."

For many years the M&A-market in Germany is difficult for those who focus on mid-cap-transactions where private shareholders are primarily involved in one way or the other. Karl-Michael comments on this and explains how it has affected transactions in this market-segment.

"The difficulty for the industry by focus on such "ownership-based-mid-cap transactions is simply that such shareholders in comparison to "institutional or corporate shareholders" often refrain or step away from a sale because they do not know where to invest the proceeds in the

