

Press release

maxcluster becomes part of team.blue

Strategic cooperation opens up new opportunities for growth

Paderborn, 17 July 2023: Paderborn-based e-commerce hosting company maxcluster GmbH announces that it has become part of the Belgian team.blue group of companies with immediate effect. This strategic cooperation marks an important milestone in the company's history and opens up new opportunities for future growth and success.

maxcluster has been an established provider of pioneering managed e-commerce hosting solutions and services for over ten years with an impressive track record. By cooperating with team.blue, an ecosystem of founder-led brands across owner-managed groups in Europe with extensive expertise in hosting, maxcluster will further strengthen its position in the DACH market and open up new horizons.

The partnership with team.blue will provide maxcluster with additional resources and expertise, as well as an expanded network to continue to deliver best-in-class products and services. team.blue brings not only deep industry knowledge, but also a proven track record in helping companies grow and develop.

Jonas Dhaenens, founder and president of team.blue: "We are convinced that the culture, products and markets of maxcluster and team.blue are a very good fit. The merger of our two companies helps us to leverage our complementary offerings and provide even better support to our customers. At the same time, maxcluster will remain autonomous and unchanged as a company and brand in our portfolio."

Sebastian Ringel, Co-Founder and Managing Director of maxcluster, emphasises: "Our goal with maxcluster has always been to be the best e-commerce hoster in Germany. This has driven me - but also our employees - again and again over the last 12 years and it will remain so. Customers of maxcluster can therefore rely on continuing to receive first-class service and innovative solutions."

The acquisition has no immediate impact on current projects or service contracts. The company will maintain its usual high standard of customer service and support and continue to work closely with its customers to meet their individual requirements.

Sebastian Ringel continues: "In all our discussions with the management team of team.blue, we noticed the similarities in the corporate culture of both companies. Both companies are very ambitious in setting up and persistently pursuing goals. And we both have an open and direct discussion culture to find pragmatic solutions.

As with team.blue, maxcluster also focuses on working with the customer to offer the best possible solutions. With our many years of expertise in the field of e-commerce hosting, we are convinced that

we can not only offer our customers the best possible products, but also provide the team.blue group with decisive added value."

maxcluster is proud of its dedicated employees who have played a crucial role in achieving its success to date. The company will continue to invest in its talent and ensure that employees receive strong support and development paths. Sebastian Ringel: "The integration of our employees into the new corporate structure will be carefully planned to ensure a smooth transition and successful cooperation. Because we know that we can only offer good service and good products because we have employees who are responsible and go the extra mile for us. We will therefore definitely not cut jobs - on the contrary - we want to attract more employees who share this spirit."

maxcluster and team.blue are equally convinced that this acquisition is beneficial for all parties involved and offers strong added value to maxcluster's customers. The company will continue to drive its strategic direction and innovative strength to meet the increasing demands of the industry.



Caption: f.l.t.r. Alexander Wilhelm (former Managing Partner at maxcluster), Thorsten Hauschildt (Head of M&A at team.blue), Sebastian Ringel (Managing Director maxcluster) after the signing of the contract in Hamburg

About maxcluster: maxcluster is a hosting company based in Paderborn. The company specialises in the managed hosting of e-commerce applications and online shops. It designs and operates scalable, fail-safe and high-performance Manage Web Clusters. More at: maxcluster.de

About team.blue: team.blue is a leading digital enabler for businesses and entrepreneurs across Europe (Belgium, Bulgaria, Czech Republic, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, Turkey and the United Kingdom). The company consists of over 40 successful brands serving more than 2.5 million customers. team.blue is a one-stop partner for web hosting, domains, e-commerce, online compliance, lead generation and application solutions, supported by more than 2000 experts. team.blue's vision is to make online business easier by shaping technology and providing customers with innovative online products and services.

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