

# Newsletter 1 – 2020

## Points of Contact

Markus Reich  
Managing Partner



m.reich@crossequity.ch

Dr. Michael Petersen  
Managing Partner



m.petersen@crossequity.ch

## Company Calendar

August 2020  
Summer Bash

September 2020  
Annual General Meeting

## Recent Developments



In August 2019, Cross divested the Swiss Tools Group to Schaublin SA, a subsidiary of RBC Bearings Inc., a global provider of highly engineered precision bearings and components. The transaction produced outstanding returns, Cross achieved a full exit on its investment and returned approximately 35% of the total fund's capital commitments.



In Q4 2019, WDM completed an add-on acquisition of Midrahtec, a specialist in the development and manufacture of diverse wire, pipe and steel goods using sophisticated 3D forming and welding processes. For WDM this represents the ideal supplement with regards to products, end markets and manufacturing processes. For further information please visit: [www.wdm-wolfshagen.de](http://www.wdm-wolfshagen.de).



Lennart Bach has joined Cross as an Associate. Previously Lennart held the position of Associate M&A at Doertenbach & Co.



Laurenz Reifferscheid has joined Cross as an Investment Analyst. Previously Laurenz worked for Julius Bär, B&I Capital and Hüttenes-Albertus.

## Selected Portfolio Highlights



European market leader for high efficiency air flow components

- punker named world technology leader by the chamber of commerce and industry
- Dr Uwe Balle appointed as new Chief Sales Officer
- New project won with one of punker's largest customers, with an order value of EUR >10m p.a.



Market leading provider of spot-welded wire mesh solutions

- Significant investment in a state-of-the-art welding and bending machine to strengthen WDM's leading position in the attractive gabions market
- Continued dialogue with a number of add-on opportunities in Germany and adjacent regions



Leading German provider of smart home solutions

- Rademacher appointed a new COO with Mr. Holger Ruban, who was previously the CEO of Conrad Electronic
- The integration of Philips Hue and Rademacher's HomePilot was completed
- Amazon's Alexa and Google Home assistant are now supported by Rademacher's smart home devices

## Market and Dealflow

- Despite growing political and economic uncertainties, private equity related deal activity has been holding up well in the DACH region
- While the lower-market is a competitive environment, Cross was able to realize a record amount of reviewed transaction opportunities in 2019, up 8% from the previous year
- Cross expects to present further co-investment opportunities to select partners over the coming year

## Cross Equity Partners AG

Unterdorfstrasse 12  
CH - 8808 Pfäffikon SZ

Tel +41 44 269 93 93  
Fax +41 44 269 93 94

[www.crossequity.ch](http://www.crossequity.ch)  
[info@crossequity.ch](mailto:info@crossequity.ch)

Cross is a private equity firm with the mission to support the sustainable development of mid-sized companies in Switzerland, Germany and Austria through equity capital, industrial expertise and an extensive relationship network – amongst others in the context of succession of family-owned businesses and corporate spin-offs. To date, the Cross team has successfully invested in approximately 30 companies in Switzerland, Germany and Austria.

This newsletter has been distributed by Cross Equity Partners AG ("Cross"). The information in this newsletter is confidential and proprietary to Cross and is not to be reproduced or used for any purpose other than as general background information without the express prior permission of Cross. This newsletter does not represent an offer or commitment on the part of Cross or any of its affiliates to participate in any transaction. Nothing contained in this newsletter is, or shall be, relied upon as a promise or representation as to the future.