

## AS Equity Partners acquires QDQ Group, the leading digital marketing platform in the Spanish Market

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AS Equity Partners, announced the signing of a definitive agreement to acquire QDQ Group, the leading digital marketing platform in the Spanish Market, a wholly owned subsidiary of SoLocal Group. Financial details of the transaction were not disclosed.

Serving a growing network of 20,000 clients, QDQ Group is the largest digital marketing agency in Spain serving SMEs. QDQ delivers a comprehensive portfolio of digital solutions such as the creation of web pages; positioning campaign management (SEO) in the main search engines; online advertising through campaigns in Google Ads <sup>™</sup>, Microsoft Bing and Facebook Ads <sup>™</sup> networks; integration into social networks; creation and optimization of advertising videos; among others. QDQ Group, with its proprietary and scalable platform, securely allows its customers to acquire premium and differentiated services.

“AS Equity Partners are delighted to be investing in QDQ Group, a premier digital marketing platform that serves small and medium business all over Spain,” said Andreas Schulte founder of AS Equity Partner. “In addition, QDQ Group has the **local business web directory** [qdq.com](http://qdq.com), with more than two million unique users and eight million pageviews. We look forward to working with QDQ Group to further grow its portfolio and network, and continue to build on its status as a recognized leader in the digital marketing in Spain.”

“In QDQ we are very excited to work with AS Equity Partners team due to their track record of accelerating the growth of digital media and technology companies in European markets,” said Pedro Fernández, CEO of QDQ Group. “This provides QDQ with opportunities and capabilities to empower our employees and partners to deliver an industry leading customer experience.”

### About AS Equity Partners

AS Equity Partners, which has offices in London and Zurich, exclusively targets control investments in the lower to middle-market for software, technology, and technology enabled businesses across Europe. Next to offering capital and financial solutions, AS Equity Partners contribute hands-on operational expertise and multi-level support to help firms live up to their full potential. Its founders are recognized industry veterans with decades of experience in this field. For additional information about AS Equity Partners, please visit AS Equity Partners' website at [as-equitypartners.com](http://as-equitypartners.com)

### About QDQ Group

QDQ Group is Spain's leading digital marketing platform serving more than 20,000 SME customers. QDQ offers a portfolio of digital solutions such as the creation of web pages - more than 26,000 created to date - hosting and domain; positioning campaign management (SEO) in the main search engines, guaranteeing the top positions in Google search results; online advertising through campaigns in Google Ads <sup>™</sup> and Microsoft Bing; integration into social networks; creation and optimization of advertising videos; among others. As Premier Google Partner, it manages more than 18,000 campaigns in Google Ads <sup>™</sup>. QDQ Group is a strategic partner to leading media companies such as Google <sup>™</sup>, Microsoft Advertising and Vodafone. In addition, QDQ Group has the local business web directory QDQ.com, with more than two million unique users and eight million pageviews. For additional information about QDQ Group, please visit QDQ's website at <http://qdqmedia.com>

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