



home.pl

Home.pl

The GoDaddy of Poland

Catalysing a founder transition to unlock growth and acquisitions turned Home.pl into the key target for strategics eyeing Poland's SME digitization

COUNTRY	Poland	RETURN	3.4x
GP	Value4Capital	GROWTH	+50% revenue +60% EBITDA
INVESTMENT	EUR 20.3 million (with LP co-invest.)	EMPLOYMENT	27 new jobs



Polish digitalization provided momentum but a strong team and owners with a clear vision made for a great deal and a company still out-performing even today.

Marcin Kuśmierz, CEO, Home.pl

Sector	Web hosting and SAAS resales	Investment type	Buyout
Investment	February 2012	Fund ownership	34% (54% incl. LP co-invest.)
Exit	December 2015	Exit route	Trade sale

Investment rationale

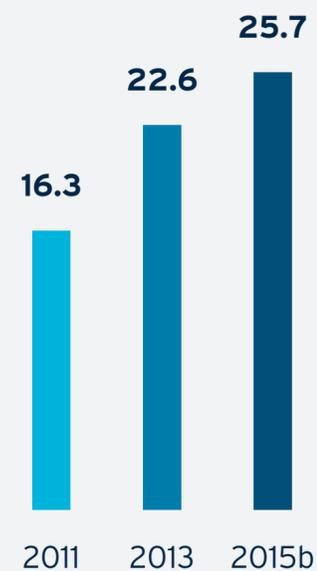
Home.pl was the leading web hosting business in Poland at a time when digitization was increasing. The company had the largest share in domain registrations and shared hosting, plus a diversified stream of recurring revenues. Strategic players were increasingly acquisitive and the sector was already popular with global private equity, offering proven business models for rollout in Poland's under-penetrated market.

Deal history and structure

Value4Capital (V4C) secured the deal with a structure that addressed the transition issues of current owners' and future managers. Within three years it had built a business designed to appeal directly to strategic buyers. V4C invested EUR 16.3 million and an LP co-invested EUR 4 million for a majority buyout of the founders. The financing package also included senior debt and mezzanine.

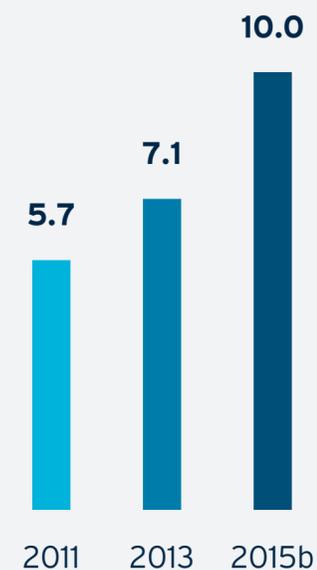
Topline growth

Revenue (EUR million)



Profitability

EBITDA (EUR million)



Value creation and GP contribution

Catalyst

V4C created a deal structure combining senior debt, mezzanine and an LP equity co-investment that addressed the founders' need to retain sufficient upside after ceding control. The deal aligned the owners and managers for the sprint to an exit as the market's undisputed leader.

Consolidation

In a market where the major competitors were entrepreneurial companies, V4C turned a discussion between rivals into a financial negotiation, which enabled it to buy the third largest player and make Home.pl the only viable target for strategics entering Poland.

Optimization

Post-investment, the key focus was improving time to market for new product launches, broadening the SME offer, introducing new value-added services, improving customer care and shifting the company's mindset from reliance on in-house solutions to external tools and systems.

Facilitation

With the former owners retaining a significant stake and management empowered to accelerate development, V4C worked closely with both groups to ensure everyone remained focused on the agreed goals.

ESG impact

Home.pl moved to modern new premises shortly after investment, reducing energy consumption and the inefficiency of multiple locations to create a strong corporate culture and improved work experience. The company was actively involved in the community, supporting local sports clubs and charities. V4C implemented governance and reporting structures to move towards a professionalized corporate culture.

Exit

When V4C launched a competitive auction, web hosting was a hot sector across Europe and Poland's large SME market made it an attractive target. With its strong market position, recurring revenue base and first class management team, Home.pl attracted top strategic and financial buyers. The company was sold to United Internet (1&1; now Ionos), a global strategic, at one of the highest valuation multiples in the sector.

Business growth

Market share in .pl domains by volume (%)



Employment growth

of employees

