

## Link Market Services Germany and Better Orange IR & HV join forces

- Link Group acquires 100% of Better Orange IR & HV AG
- Creation of a new powerhouse in the German market as two of the three market-leading providers come together
- Broad range of services comprising AGM consulting, share register management and Investor Relations all brought under one roof

**Munich, 5th May 2023** - Link Market Services GmbH, part of the international market leader Link Group, has acquired 100% of the AGM and investor relations consultancy business Better Orange IR & HV AG. This means that two of the largest three German AGM service providers (measured by the number of AGMs managed in 2022) are joining forces and combining their strengths. The combined business will offer an unrivalled range of services in Germany, including meeting organisation, share register management, investor relations consulting and international IR services. As we are currently in the height of AGM season, we are collectively focused on our clients to guarantee the successful execution of all meetings, whether physical, hybrid or virtual.

### **Ian Stokes, European Managing Director of Corporate Markets, Link Group, explains:**

*"The acquisition of Better Orange enables us to significantly broaden our consulting expertise and capability in Germany. Our clients will immediately benefit from the combined experience and expertise of the newly expanded team. I am extremely excited about the additional opportunities this acquisition presents. I am also very pleased that the entire management team of Better Orange will remain on board and that they share our vision for AGM and IR excellence in Germany. It is our goal to offer existing and potential customers the best possible products and services in the market, whilst also attracting and nurturing the best talent in the industry."*

### **Torsten Fues, Member of the Board of Better Orange IR & HV AG:**

*"Never before has the execution of the AGM been more challenging for a listed AG than now. After COVID and the special legislation at that time, we once again have significantly changed legal framework conditions affecting both in-person and virtual events and so combining our experience, personnel, IT and consulting is only positive for our mutual clients. Our new combined range of IR services also complements each other perfectly, with Better Orange's dedicated/specialised IR advice now enhanced by a comprehensive proposition from Link Group."*

The coming together of Link Market Services and Better Orange offers the most comprehensive range of services of all AGM and IR service providers in Germany, from consulting services for the safe conduct of general meetings, special shareholder and creditor meetings, to share register management, personal IR consulting as well as additional IR services such as shareholder identification, perception studies and proxy solicitation.

**-ENDS-**

### **About Link Group**

Link Administration Holdings (Link Group) is a global, digitally enabled business connecting millions of people with their assets – safely, securely and responsibly. From equities, pensions, and superannuation to investments, property and other financial assets, we partner with a diverse portfolio of global clients to provide robust, efficient, and scalable services, purpose-built solutions and modern technology platforms that deliver world-class outcomes and experiences. We help manage regulatory complexity, improve data management, and connect people with their assets through exceptional user experiences that leverage our people's expertise combined with technology, digital connectivity, and data insights.

For more information, please visit: [www.linkgroup.com](http://www.linkgroup.com)

### **About Better Orange IR & HV**

Better Orange is a leading fintech organisation specialising in general meeting management (including virtual meetings), capital market communication, investor relations, as well as event-related shareholder and creditor meetings for listed and capital market-oriented companies in Germany.

For more information, please visit: [www.better-orange.de](http://www.better-orange.de)