

PRESS RELEASE

Liberta Partners acquires majority stake in Zeeh Design and Brace Group

- Liberta Partners acquires majority stake in a leading corporate group in the field of exhibition construction and live communication
- Hannover Finanz remains significantly invested – joint further development of the group with management
- Focus on growth, cross-selling, and targeted acquisitions

Munich / Hanover, April 29, 2026 – Liberta Partners, a Munich-based multi-family holding, acquires a majority stake in a leading corporate group in the field of live communication and exhibition construction. Hannover Finanz remains significantly invested and, together with Liberta Partners, gains a strong partner to actively shape the next phase of growth alongside management. The management team also holds a significant stake in the group. The transaction marks an important milestone in the further development of the companies and creates the foundation for accelerated growth.

The group brings together Zeeh Design GmbH and Brace Group GmbH with its brands Schendel & Pawlaczyk, conform, and MMD, employing around 220 people across five locations. Together, the companies cover the entire value chain of brand communication and exhibition construction – from strategic conception and consulting to creative design and operational implementation. As a one-stop shop, customers will benefit from even more comprehensive and integrated services from a single source. The individual brands will remain independently positioned in the market and retain their respective customer approaches.

The partnership between Liberta Partners and Hannover Finanz combines operational and financial expertise, creating the conditions to drive the next phase of development in a structured manner and with high execution speed. The focus is on further expanding the integrated corporate group, leveraging cross-selling potential between the individual brands, and driving additional organic growth. In addition, selective acquisitions are planned to further strengthen the market position and strategically expand the service portfolio.

“The group combines strong, independent brands with complementary capabilities and addresses a market with sustainably growing demand for integrated brand and live communication solutions. For us, this is an ideal starting point to further develop the group together with Hannover Finanz as a leading platform and to sharpen its market profile sustainably,” says Nils von Wietzlow, Managing Director at Liberta Partners.

“With Liberta Partners, we have a strong partner at our side to strategically shape the next phase of growth. Together, we aim to further develop the platform approach, realize additional synergies, and strengthen our market position through selective acquisitions,” says Goetz Hertz-Eichenrode, Managing Partner of Hannover Finanz.

About Zeeh Design and Brace Group

The group combines Zeeh Design and Brace Group with its brands Schendel & Pawlaczyk, conform, and MMD and is one of the leading providers in the field of exhibition construction and live

communication. With around 220 employees at several locations in Germany, the group has been designing and delivering high-quality three-dimensional brand experiences worldwide for over 40 years – live, virtual, and hybrid. The service portfolio includes comprehensive support for brand and corporate presentations, from concept and design to implementation, including trade fairs, events, roadshows, interiors, and annual general meetings.

About Liberta Partners

Liberta Partners is an investment company based in Munich that acquires and develops medium-sized companies in the DACH region. The focus is on succession situations and corporate carve-outs. With a clear buy-and-build approach and its own corporate development team, Liberta Partners supports its portfolio companies in achieving sustainable growth and operational development.

Further Information

<https://www.liberta-partners.com/>

<https://www.zeeh-design.com/>

<https://brace-group.com/>

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