

Step Kids Education sold to AcadeMedia

On 18 April 2017, the shareholders of Step Kids Education GmbH (StepKe), the German provider of daycare facilities and preschools (KiTas) and the Swedish education company AcadeMedia AB in Stockholm have agreed to sell 100 % of the shares of StepKe to AcadeMedia, the Northern European market leader in educational services.

With over 180 employees, StepKe today runs seven KiTas as well as three mobile preschools in Brandenburg and North Rhine-Westphalia. Several new sites are under construction and planned to be realized shortly. Founded in 2011, the company also consults with clients on educational questions and cooperates with other social establishments. With their additional concepts of mobile preschools in buses and tents and the specific support of refugee children in Germany as well as the promotion of bilinguality, the daycare provider has achieved continuous successes.

AcadeMedia had already entered the German market with a subsidiary company and through the acquisition of the Bavarian preschool provider Joki. The company, with a turnover in 2016 of 8.5 million EUR, operates in all stages of the educational system by running preschools, compulsory schools and upper secondary schools. Also the education of adults is ensured as AcadeMedia conducts specialized centers. With the acquisition of StepKe, the Swedish company now expands its scope in its area of business.

“It is exciting to take this next step in the development of AcadeMedia in Germany. In StepKe we see another high quality preschool company to learn from and to develop together with our colleagues in the existing German operations”, says Marcus Strömberg, CEO of AcadeMedia.

StepKe will also profit from this agreement as its founders and managing directors Dr Kurt Berlin and Johannes Nagel will continue their assignment in the future under the guide of a broadly positioned and well-organized market leader. This grants StepKe the opportunity to multiply its activities in the educational sector.

“AcadeMedia is a good platform for StepKe’s continued development”, says Dr Kurt Berlin. *“By joining forces with AcadeMedia, we will be supported by northern Europe’s largest education provider and all the experience and resources available within the company.”*

As to the consequences of the divestment, Johannes Nagel adds, that *“we are convinced that this will benefit our children, their parents, our employees and the municipalities we work in.”*

tklegal Berlin LLP has advised the sellers of Step Kids Education GmbH supported by the legal department.

MAQS Stockholm has advised AcadeMedia AB supported by Luther Munich.

