

# Recruitment marketing technology company Maximum is acquired by TMP Worldwide

## Deal Highlights

- IMAP Netherlands advised on the sale of Maximum to TMP Worldwide, a US portfolio company of Gemspring Capital (PE firm specializing in mid-market companies). Maximum is a recruitment marketing technology company, specialized in employer branding and recruitment advertising.
- The acquisition enables Maximum to further diversify its services and improve its solutions to better serve its customers. Customers will have access to an extensive range of creative and technological resources.
- TMP Worldwide joins forces with Maximum in order to enhance its technology and product marketing capabilities and strengthen its strategic footprint in the European market. Maximum's software suite greatly complements TMP's Talentbrew Career site and recruitment marketing platform.
- Maximum is one of the most innovative and creative online recruitment marketing companies in the Netherlands.
- TMP Worldwide, a global leader in talent acquisition technologies, provides recruitment marketing software and digital services.
- By acquiring Maximum, TMP Worldwide gains experienced marketing and ad tech teams and will be able to service its international client base with the most powerful technology and comprehensive service.

TECHNOLOGY 

  
Recruitment marketing software  
and digital services  
UNITED STATES

Acquired 100% of Business Operations

  
Marketing technology company, specialized in  
employer branding and recruitment  
NETHERLANDS

IMAP  
ADVISED ON SALE OF COMPANY

## Market Outlook

- Due to the current stressed labor market, employer branding is becoming increasingly important.
- Growth in the employer branding market is primarily driven by the current trend relating to the fight for talent as well as the emergence of new technologies.
- The power of synergy between creativity and technology is substantially on the increase.
- The market is highly fragmented with many providers offering only partial solutions, giving rise to strong M&A appetite.

## Valuation Summary

- The transaction value of this deal is confidential.

## IMAP Approach

- IMAP Netherlands acted as sell-side advisor to the Maximum shareholders.
- By leveraging its extensive experience, knowledge and strong track record in the sector, IMAP Netherlands advised Maximum throughout the transaction, managing the full transaction process to a successful close.
- Through liaison with IMAP partner firms, an extensive overview of national and international potentially interested parties was obtained, resulting in concrete interest both domestically and abroad.
- Over the last few years, IMAP Netherlands has closed multiple deals in the Technology sector.

## Client Comment

Mark van Buuren, founder and Managing Director of Maximum:

*“The collaboration with the IMAP team was collegial, professional and intensive. With undiminished dedication, attention and advice, they have guided us through the M&A process and contributed to the fact that we can now proudly announce that we are ‘a TMP Worldwide company!’”*

## IMAP Transaction Advisors



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IMAP has closed multiple transactions in the Technology and Business Services sector

TECHNOLOGY 	TECHNOLOGY 	TECHNOLOGY 	BUSINESS SERVICES 	BUSINESS SERVICES 
 Acquired 100% of Business Operations   <small>ADVISED ON SALE OF COMPANY</small>	 Acquired 100% of Business Operations   <small>ADVISED ON PURCHASE OF COMPANY</small>	 Acquired 100% of Business Operations   <small>ADVISED ON SALE OF COMPANY</small>	 Acquired 100% of Business Operations   <small>ADVISED ON PURCHASE OF COMPANY</small>	 Acquired 100% of Business Operations   <small>ADVISED ON PURCHASE OF COMPANY</small>

IMAP is an International Mergers and Acquisitions Partnership with 450 M&A advisors and a presence in 40 countries. IMAP has closed over 2,100 transactions valued at \$90bn in the last 10 years and is consistently ranked in the world's top ten M&A advisors (Thomson Reuters) for mid-market transactions. IMAP advises primarily mid-sized companies and their shareholders on the sales and acquisitions on a global scale, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.