



advigo Group acquires Kang SAS from Truffle Capital

Berlin, February 25th, 2020 – advigo Group acquires Paris-based Kang.fr, expanding its European market leadership in the online advice market

advigo Group, Europe's leading provider of live advice, announced today that it has acquired a majority stake in Kang, an online platform for professional advice based in Paris, from Truffle Capital. Kang was founded in 2012.

With the addition of Kang to the advigo Group of companies, the advigo Group continues to deliver on its goal to become the world's leading provider of live advice services, especially in the areas of spiritual and esoteric advice.

"Kang's proven track record of delivering quality advice and content as well as developing new geographies makes for an excellent fit with the advigo Group family of brands," said Tarek Kessler, CEO, advigo Group. "We are building a world-class digital company and believe Kang will help us reach the next level."

Kang will continue to operate out of Paris under the leadership of Kang's CEO, Nicolas Grumbach, who looks forward to continued strong multi-market growth as part of the advigo Group. "We have a fantastic team at Kang excited about helping advigo accelerate its global expansion."

"Kang's core markets of France, Italy and Spain complement advigo's current European footprint in DACH and the UK. advigo Group now has a strong presence in all major European markets," said Bryan Leppi, advigo Group Co-founder & CBDO.

About advigo Group, Berlin

advigo transformed live advice forever when launched in 2000. Today, the advigo Group operates over 10 brands worldwide, serving hundreds of thousands of customers with its large offering of the highest quality advisors and omni-channel content. To learn more about the advigo Group please visit www.advigo.com

About Kang SAS, Paris

Kang counts more than 500.000 users and 3.000 advice professionals on their websites. Kang also boasts a successful and seamlessly integrated network of online platforms in France, Italy and Spain. To learn more about Kang, please visit www.kang.fr

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