

DATE

June 09, 2026

SECTORS

Technology & Software

DEAL LOCATIONS



DEAL TEAM



Justin Pursell
Managing Director

DC Advisory acts as exclusive financial advisor to Infomedia on its acquisition of Veact



Background

- Infomedia is an Australia-based leading global supplier of automotive aftersales technology, providing DaaS and SaaS solutions that empowers the data-driven automotive ecosystem. Its solutions help OEMs, dealerships and third-party partners manage the vehicle and customer lifecycle
- Infomedia was taken private by TPG in August 2025
- Veact is a German-based European specialist in automotive data activation, predictive service marketing, and aftersales customer management
- Veact supports over 1,000 dealerships, importers and manufacturers by preparing, analyzing and activating customer and vehicle data to enable personalized communications, improve service retention and accelerate revenue growth

Process

- DC Advisory was appointed as the exclusive financial advisor to Infomedia on its acquisition of Veact
- Leveraging its deep expertise within the automotive software space, DC Advisory supported Infomedia in navigating the cross-border acquisition against an accelerated timeline
- DC Advisory supported Infomedia with process tactics and managed key aspects of the transaction to ensure a successful outcome

Outcome

- In June 2026, Infomedia completed its acquisition of Veact, and financial

terms were not disclosed

- The acquisition underscores Infomedia’s strategy to broaden its global footprint through the expansion of its aftersales ecosystem in Europe
- The acquisition aims to integrate Veact’s strengths in customer data activation with Infomedia’s expertise across vehicle, service, and parts data, to unify insights across the vehicle ownership lifecycle and dealership systems
- This transaction highlights DC Advisory's strong track record in the automotive and wider B2B software sector, alongside its ability to advise strategic acquirers and execute cross-border transactions

“We are delighted with the support DC Advisory provided us during this process. Justin’s relationships and expertise within automotive software, alongside his tactical advice and process execution, was instrumental in helping us navigate a successful transaction.”

Jens Monsees, Managing Director and CEO, Infomedia

“Infomedia is a leading global provider of automotive software for OEMs and dealerships, and they have acquired an excellent company in Veact to drive their European growth strategy. It was a pleasure working alongside the Infomedia team, and we look forward to seeing the next phase of their growth and continued success.”

Justin Pursell, Managing Director, DC Advisory

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