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The Payments Group Holding increases its stake in AuctionTech, the leading platform for digital bidding processes in real estate sales, to 35%

- Conversion of convertible loans into equity in AuctionTech
- Revenue growth of 40% expected for the full year 2025 and 60% for 2H25
- Exit perspective for 2027

Frankfurt/Main, 19 December 2025 – The Payments Group Holding (PGH), a holding company based in Frankfurt am Main that was founded in 2012 and renamed in August 2024, will increase its stake in its portfolio company AuctionTech to an estimated 35% in January 2026 through the conversion of convertible loans originally amounting to 0.6 million EUR, or 1.2 million EUR including interest and conversion premium.

AuctionTech is a Berlin-based software provider for dynamic market pricing solutions of real estate and the operator of PropNow.com, the leading platform for digital bidding and offer processes in the real estate markets of Germany, Austria, and Switzerland. The company grew very dynamically in 2025 and expects revenue growth of approximately 40% for 2025 compared to 2024, and of around 60% in the second half of 2025 compared to the corresponding period of the previous year.

PropNow is the market leader in Europe with its platform for the digital management of purchase offers and bidding processes. The platform offers a SaaS-based white-label solution that is seamlessly integrated into nearly all commonly used real estate broker software systems and enables professional brokers to achieve time savings of around 30% through automation.

To date, over 9,000 offering processes with a transaction volume well above 2 billion EUR and over 100,000 participating prospect buyers have been successfully conducted via PropNow. Using PropNow, real estate agents and professional sellers achieve sales closings up to 50% faster and sales prices around 18% higher on average, as well as higher customer satisfaction thanks to maximum transparency and efficient process execution.

PropNow is already active in ten European countries and offers its digital bidding platform in seven languages. In the field of “digital bidding” it works closely with the world’s largest brokers.

Christoph Gerlinger, CEO of The Payments Group Holding, lead investor and largest shareholder of AuctionTech, adds: “We are very pleased with the dynamic development of our largest investment in the VC heritage portfolio.”

About The Payments Group Holding

The Payments Group Holding (PGH) is a holding company and venture capital provider based in Frankfurt am Main founded in 2012 and renamed in August 2024.

More information: www.tpgholding.com.

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