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## Landmark AI deal: Christ&Company successfully closed sale of its stake in G2K - Further expansion of the investment portfolio



Christ&Company successfully closed sale of its stake in G2K | Photo: Jan Schoelzel

**With the approval of the antitrust authorities, a major AI deal has been successfully closed. Christ&Company Consulting GmbH has sold its stake in G2K Group GmbH to the American software company ServiceNow Inc (NYSE: NOW). The financial terms of the agreement were not disclosed.**

"Since Christ&Company took a stake as a strategic investor in the G2K Group in May 2021, we have accompanied the development of G2K in all phases and scaled the business together. The sale of our stake not only marks the successful completion of an important technology investment, but also encourages us in our business model of combining investment and strategic growth consulting," Harald Christ, Chairman and Founder of Christ&Company, emphasized. "We will use the expertise we have gained and further intensify the investment activities of Christ&Company in order to drive forward

innovations, particularly with a focus on the future fields of sustainability and digitalization on the European market," Christ continued.

The G2K Group was founded in 2013 by Karsten Neugebauer (CEO) and Omar El Gohary (CTO). Its technology enables retailers to connect real-time data across store locations and other physical spaces and uses AI to translate this data into concrete decision-making tools. In this way, G2K helps companies optimize their processes, from on-site customer experience to increasing employee productivity. The platform developed by G2K stands out because it can be flexibly deployed in different environments to manage different processes with a single dashboard for all IoT devices and sensors, as well as visual data.

"Our successful investment in G2K and the acquisition by ServiceNow show that European start-ups are a force to be reckoned with in the deep tech sector. We are therefore continuing to expand our investment portfolio. The focus lies on investments in start-ups from the founding phase onwards that have the potential to change business models sustainably with their technology in the areas of deep tech and clean energy. Sustainability and digital technologies are fields of the future. With our support of these players, we also want to contribute to Germany's future viability," explains Matthias Zeller, Managing Director of Christ&Company and member of the Investor Board of the G2K Group.

### **About Christ&Company**

Christ&Company Consulting GmbH was founded by Chairman Harald Christ in 2018. He merged the consultancy with his investment company CUSTODIA TRUST in 2021. Since then, the Berlin and Frankfurt-based company has focused on communications and strategy consulting in addition to investments and the venture business. Under the motto "Combining Advisory and Investment", the consulting firm provides advice in the DACH region on strategy, communication. With the aim of not only advising clients, but also accompanying them through all phases of transformation, Christ&Company identifies and develops growth opportunities. As a business angel and venture builder, Christ&Company is entrepreneurial itself and combines consulting focuses as an investor in a holistic approach.

## Attachments



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Matthias Zeller, Managing Director of Christ&Company and member of the Investor Board of the G2K Group | Photo: Thomas Imo / phototek.net

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