

PRESS RELEASE

Executive Equity Partners acquires UK online marketplace Notonthehighstreet (NOTHS)

- **Munich-based private equity boutique EEP acquires 100% of Notonthehighstreet Enterprises Limited (NOTHS) from shareholders including Burda Principal Investments**
- **Leading online marketplace for gifts with around 14 million UK customers and approximately 6,000 curated premium partners**
- **Strategic reprioritisation aimed at stabilising revenues and returning the business to profitability**

Munich / London, 28 January 2026 – Executive Equity Partners (EEP), the independent Munich-based private equity boutique specialising in transformative investment situations, has acquired 100% of the shares in Notonthehighstreet Enterprises Limited (NOTHS) alongside a newly appointed management team. The sellers include Munich-based Burda Principal Investments.

Founded in 2006, NOTHS employs around 70 people and has built a broad product range with a focus on jewellery, home accessories, stationery, party supplies and homeware. The marketplace serves approximately 14 million customers in the UK and works with close to 6,000 local partners offering high-quality, curated products via the platform. Against the backdrop of a challenging market environment, the company is now sharpening its strategic focus for the next phase of its development.

In addition to capital and financing expertise, EEP is also bringing in experienced executives from Executive Interim Partners (EIP), a leading provider of interim management services. Two EIP partners will assume operational leadership at NOTHS and will also become shareholders: industry expert Pascal Schuster will take over as CEO, supported by Christian Sommer as CFO.

“NOTHS has a strong brand and a unique community. As the new CEO, my focus is on setting the right priorities together with the team, strengthening the foundations of the business and guiding the company back onto a path of sustainable growth,” said Pascal Schuster, Partner at EIP.

Christof Wahl, Partner at EEP, added: “We are very pleased to complete EEP’s first international investment. Together with our newly appointed management team, we will systematically drive the turnaround of NOTHS and establish a sustainably profitable platform for long-term success. We strongly believe in NOTHS’ business model of carefully selecting independent small UK retailers and showcasing them effectively online.”

The transaction was led by EEP partners Christof Wahl, Michael Hessing and Peter Blumenwitz.

Last year, EEP announced Pinolino as its first investment, a Münster-based manufacturer of high-quality children's furniture and toys.

About Executive Equity Partners

Executive Equity Partners (EEP) is an independent Munich-based private equity boutique investing across industries in mid-sized companies in the DACH region. EEP focuses on businesses undergoing complex transformation processes with sustainable growth potential. In addition to providing equity capital typically ranging from EUR 2 million to EUR 5 million, EEP contributes deep expertise in restructuring and operational development. Through its close cooperation with an exclusive network of experienced interim managers, EEP is able to stabilise portfolio companies and drive sustainable value creation.

For more information, please visit: Executive Equity Partners

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