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Fraubrunnen/Stockholm – January 28, 2022

Hoststar Pulls off Flawless Succession With Swedish Miss Group

Hoststar, a company founded in 1996 and headquartered in Fraubrunnen in the Swiss canton of Bern, was acquired by Miss Group of Sweden on January 28, 2022. As a result, the planned succession of owner and founder Claude Hofer has been accomplished. Hoststar remains an independent company, and can now draw on the international network and expertise of Miss Group.

Multimedia Networks AG, known by its brand Hoststar, was founded in 1996 as a sole proprietorship by Claude Hofer. Today, the company serves 80,000 customers, primarily in Switzerland and Austria. Preparations for finding a suitable successor have been underway for the past three years. With the acquisition by Miss Group of Sweden, an optimal solution has now been found that will allow Hoststar to maintain its successful course in the years to come.

"I am extremely happy and proud to see that we have found an investor in Miss Group that is a good cultural fit for the company and willing to invest in the future of Hoststar," says Claude Hofer, founder of Hoststar.

Hoststar Continues to Operate as an Independent Company
The change of ownership does not change anything for employees, customers, and management. Quite the opposite is true, in fact: Miss Group shares Hoststar's vision and, in the future, will provide access to a global network and know-how and a broader product range.

"As one of the largest web hosting providers in Switzerland, Hoststar has built an impeccable reputation with both staff and customers for its market-leading services. As part of Miss Group, Hoststar will have access to our international network of expertise and robust technical knowledge, as well as a broader range of products and services to offer its customers.", says Mattias Kaneteg, founder and CEO of Miss Group.

Hoststar will continue to be managed from its location in Fraubrunnen by the Executive Board members Stefan Leuenberger and Vincenzo Carbone. Claude Hofer will assist the company in an advisory capacity for a limited period of time.

Miss Group Set for International Growth
Expanding Miss Group's footprint in Switzerland and surrounding regions is an important part of its ongoing international growth. Hoststar is one of the largest hosting providers in Switzerland and Austria with around 80,000 customers and 180,000 hosted domains, thus adding to the portfolio of one of the fastest growing web hosting groups in the world. With more than 100,000 Swiss customers and annual sales of EUR 10 million, Miss Group ranks as one of the Swiss market leaders.

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Hoststar – Multimedia Networks AG, based in Fraubrunnen in the Swiss canton of Bern, was founded in 1996 as a sole proprietorship by Claude Hofer. Today it has around 30 employees. The company is one of the largest Swiss hosting providers. It is primarily active in Switzerland and Austria. Around 80,000 customers rely on Hoststar solutions. The company manages a total of more than 180,000 domains.

Miss Group

Founded in 2014, Miss Group is an international web hosting group that offers a range of hosting related services at competitive prices including web hosting, domain registration, VPS, dedicated servers, website builder, SSL-Certificate, SEO Tools, web security and domain management. Miss Group is also an ICANN-accredited Domain Name registrar via Name ISP. Miss Group is a well-established operator in its core markets, with a customer service-oriented model driving industry-leading performance metrics for its >200,000 web hosting customers. The majority of Miss Group is owned by Perwyn, an international private equity and growth equity investor.