Press Release

Stella One Acquires AdmiralCloud, Expanding Its Software Portfolio into Digital Asset Management (DAM)

Stella One, a fund managed by StellaVent Capital, acquires Berlin-based DAM provider; investments planned in AI, product development and sales; management and team to remain in place

Würzburg/Berlin, November 11, 2026 – Stella One, a fund managed by StellaVent Capital GmbH, has acquired 100% of the shares in Berlin-based AdmiralCloud AG. The transaction was completed at the end of October 2026. With this acquisition, Stella One expands its B2B software portfolio to include one of Germany's leading providers of Digital Asset Management (DAM) solutions. AdmiralCloud's cloud-based platform enables companies and organisations to centrally manage, protect and distribute images, videos, audio files and documents across multiple channels. The acquisition will not result in any changes to AdmiralCloud's operational management or team structure. For customers, it will be business as usual: they will continue working with their existing contacts and using the familiar platform.

AdmiralCloud: A Platform for Digital Media and Usage Rights Management

Since 2013, AdmiralCloud has been developing a cloud-based platform for the professional management of digital media assets. The platform enables businesses to centrally store, organise, tag with metadata and distribute images, videos, audio files and documents for a wide range of applications. A key differentiator is its integrated rights and licence management functionality, which allows usage rights to be assigned to and managed for individual media assets. This helps companies ensure that visual content is used only within authorised timeframes and for permitted purposes.

The platform supports a broad range of use cases, including marketing, brand communications, press and corporate portals or e-commerce. Additional capabilities include workflow and approval management, media hubs, website integration and cross-channel video distribution. AI-powered features such as automated tagging, image descriptions, text recognition, translation and semantic search simplify the management of large media libraries. AdmiralCloud's open API also enables seamless integration into existing IT environments, including Microsoft 365, Adobe applications, as well as PIM, CMS and CRM systems.

"With AdmiralCloud, we are adding one of the leading DAM platforms in the German-speaking market to our portfolio. Images, videos and documents form the foundation of modern communications and digital business processes. In a world where AI agents are taking on an increasing number of tasks, small and medium-sized businesses need a reliable, legally compliant foundation for managing their media assets, one that ensures data sovereignty and is hosted in Germany. Together with AdmiralCloud's experienced team, we will systematically strengthen and expand this position," says Michael Sauer, Managing Director of StellaVent Capital GmbH.

AdmiralCloud serves approximately 100 companies and organisations across a wide range of industries. Its customers include businesses in the manufacturing, energy and chemical sectors, as well as health insurers, federal government agencies, universities, media companies and industry

associations. The platform is hosted in German data centres, complies with the General Data Protection Regulation (GDPR) and uses end-to-end encryption. An Information Security Management System (ISMS) provides an additional framework for secure operations. Customers retain full control over their data and can decide at any time which AI-powered features they wish to use.

Strengthening the Software Ecosystem and Enabling Agentic Commerce

Würzburg-based StellaVent Capital specialises in investments in B2B software and technology-driven business models. Through its Stella One fund, the company pursues a long-term buy-and-build strategy across the DACH region. Its portfolio comprises solutions spanning digital product management, commerce and communications processes. These include entitys, a provider of Product Information Management (PIM) solutions; etailer, specialising in e-commerce software; and CrossCommerce, which provides ERP and commerce backend solutions. The acquisition of AdmiralCloud adds a central platform for managing images, videos and other digital media assets.

With this move, Stella One further strengthens its software ecosystem for small and medium-sized businesses. One key area of future growth is Agentic Commerce, where AI agents increasingly take on tasks across commerce, marketing and communications. Examples include generating product listings, assembling marketing campaigns and preparing content for distribution across different channels. To perform these tasks effectively, AI agents require structured product data and digital media assets that are discoverable, linked to the appropriate usage rights and accessible via standardised interfaces. The Stella One portfolio brings together solutions for product data management, digital commerce processes and professional digital asset management.

"Over many years, we have built AdmiralCloud into an enterprise-grade platform based on real-world customer needs. With Stella One, we have found a partner who understands software and is committed to investing alongside us in sales, product development and AI. For our customers, this means continuity in their existing contacts and the platform they know, combined with faster innovation and ongoing product enhancements," says Mark Poepping, Member of the Management Board of AdmiralCloud AG.

Stella One plans to invest particularly in expanding sales and marketing activities, further developing the platform and enhancing its AI capabilities. Additional priorities include improving self-service offerings and the customer portal, as well as strengthening integration with other solutions within the Stella One portfolio.

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About AdmiralCloud
Berlin-based AdmiralCloud AG develops a cloud-based Digital Asset Management (DAM) platform for businesses and organisations. The platform enables users to centrally manage, organise, control usage rights and distribute images, videos, audio files and documents. AI-powered features support automated tagging, image descriptions and semantic search, among other capabilities. AdmiralCloud's open API enables seamless integration into existing IT environments. The platform is hosted in German data centres. For more information, visit: admiralcloud.com

About StellaVent Capital
StellaVent Capital GmbH, headquartered in Wuerzburg, Germany, is a specialized investor in B2B software companies. Through the Stella One fund and CrossCommerce Group GmbH, StellaVent is building an integrated software ecosystem for industrial and mid-sized customers. The focus lies on long-term development, operational stability, and the sustainable scaling of software platforms.
Further information: stellavent.de

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