

Awardit enters partnership with German Incentive & Loyalty Specialist Buben & Mädchen

The Swedish loyalty solutions provider Awardit AB has announced the acquisition of Buben & Mädchen GmbH, a leading German provider of B2B incentive programs, customer loyalty solutions and employee engagement solutions.

With this acquisition, the company is now strengthening its strategic position in the DACH region, alongside Awardit's companies IPO Solutions, Prämie Direkt in Germany, and Connex in Austria reinforcing the vision of creating a leading European platform for loyalty and incentive services. Founded and headquartered in Germany, Buben & Mädchen has built a powerful reputation in the loyalty space, delivering innovative and tailored solutions to major corporate clients.

Søren Gaardboe, The Group CEO of Awardit states “This acquisition marks another major step in our European expansion strategy and the team at Buben & Mädchen brings unique capabilities and market knowledge that will benefit our entire group. This is also the first acquisition since Polaris became the majority owner and I stepped into the role of Group CEO, which makes me especially pleased, having Buben & Mädchen fully join the Awardit family feels like a strong and strategic start”.

Holger J. Bub, the CEO of Buben & Mädchen: “We are excited about the strong partnership with Awardit. It gives us the opportunity to expand our leading expertise in incentive and loyalty solutions across Europe and to bring our powerful platform technology into new markets. At the same time, we are strengthening and broadening our reward offering. Together with Awardit, we aim to become even better – for our clients, our partners, and our team.”

Buben & Mädchen will continue to operate under its existing brand, with a gradual integration planned to leverage synergies across technology, operations, and business development.

This acquisition is subject to, and will proceed only upon, clearance under applicable antitrust laws.

[About Awardit](#)

Awardit AB is one of Europe's leading providers of loyalty programs, incentive solutions, and gift card services. Headquartered in Stockholm, Sweden, Awardit supports businesses across multiple sectors with tools to engage customer loyalty, motivate employees, and drive sustainable growth.