

freenet Acquires Gravis

Written by Marco Attard
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The freenet Group expands its portfolio and acquires Apple reseller Gravis for an undisclosed sum-- becoming one of the biggest Apple partners in the process.



Established in 1988, Gravis is the only nationwide Apple retailer in Germany and a leading European Apple reseller. It received the "Worldwide Best Apple Store" award in 2000 and, with following the iPhone and iPad, is also an established mobile device distributor.

Gravis already established an exclusive collaboration agreement with freenet AG on October 2011 covering the marketing of subsidiary mobilcom-debitel Shop GmbH.

"The systematic expansion of our range of high-quality Apple lifestyle products for mobile communications and the mobile internet across all sales channels ideally complements our strategic development into a true digital lifestyle provider," freenet AG CEO Christoph Vilanek says. "At the same time we are planning to gradually start selling our existing digital lifestyle products in the energy, mobile services and service products sector through Gravis."

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