

TaxTech deal accelerates digital tax industry in Germany:

TAXDOO ACQUIRES ACCOUNTING PIONEER ACCOUNTDIGITAL



- **Taxdoo (Hamburg, Germany) is a pioneer and market leader for VAT and financial accounting in e-commerce.**
- **Taxdoo is investing in a platform to which tax firms can outsource manual routines. The aim is to create scope for high-quality, data-based tax advice.**
- **The acquisition of accountDigital accelerates the transformation of the rigid market for tax and accounting in Germany, which is just beginning.**

Hamburg, 21 May 2025 - German TaxTech company Taxdoo has acquired accountDigital. With the acquisition of the technology developer and accounting provider specialising in e-commerce, Taxdoo is adding an AI-supported, automated accounting solution to its offering for tax firms and online retailers. Taxdoo is acquiring 100 per cent of accountDigital. The approximately 30 employees will remain on board. The parties have agreed not to disclose the purchase price.

With the acquisition of accountDigital, Taxdoo, pioneer and German market leader for VAT and financial accounting in e-commerce, continues to drive the further development of the German tax industry which is facing its first major transformation in decades: since the end of 2024, private equity investors such as KKR have been increasingly investing in tax firms. With a focus on efficiency, standardisation, client focus and the potential of generative AI, the aim is to achieve above-average value creation and returns in the coming years. Taxdoo's acquisition marks the next step: for the first time, the Hamburg-based company is creating a platform to which tax firms with e-commerce clients can outsource manual routines. This counteracts the shortage of skilled labour and frees up tax professionals to focus on high-quality, data-based tax advisory. The offer is also aimed directly at e-commerce companies.

Dr Roger Gothmann, Managing Director and Co-Founder of Taxdoo, contextualises the acquisition: "EU regulation confronts e-commerce companies with ever-increasing bureaucracy. Without specialised tax firms, compliance is almost impossible, but in fact, tax advisors spend 80 percent of their time on repetitive organisational tasks. They rarely have enough time to advise their clients individually. With accountDigital's AI-supported offering, we radically make routine tasks more efficient. Tax professionals finally have more time for the essentials: strategic advice."

Proprietary technology combines quality, efficiency and expertise

Dr Christian Königsheim, CEO and co-founder of Taxdoo, explains: "At Taxdoo, we know the German e-commerce accounting market inside out. We haven't come across any comparable technology on the market that even comes close to accountDigital's solution in terms of quality, efficiency and expertise. Together with accountDigital, the unsolved problem of accounting in e-commerce will finally become history."

accountDigital is already successful on the market with its specially developed AI-supported solution for e-commerce accounting. The technology is now being gradually integrated into Taxdoo's infrastructure for financial accounting and VAT. In the future, tax firms will be able to outsource manual routines such as bookkeeping or the preparation of VAT returns abroad to Taxdoo. The platform will also be able to provide insights such as profitability and liquidity analyses. This is a real transformation, as tax firms have largely performed these types of tasks manually, in a fragmented and time-delayed manner up to now. The result: repetitive tasks take up too much time, processes are confusing and data remains opaque.

Stefan Gostomzik, founder of accountDigital, will remain with the future Taxdoo subsidiary as a consultant. Nadine Jobst will remain on board as Managing Director. Stefan Gostomzik explains: "We have been looking for a growth partner for a long time and couldn't be happier about the acquisition by Taxdoo. We are looking forward to an environment in which we can optimally establish, further develop and scale our proprietary technology under a strong holding company."

Taxdoo will gradually make the platform available to all customers over the next few months.

About Taxdoo

The German tax software manufacturer Taxdoo is a pioneer and market leader for VAT and financial accounting in e-commerce. The Hamburg-based TaxTech company combines both tax and technological expertise on its platform to free companies from tax bureaucracy. Thanks to Taxdoo, customers such as Ankerkraut, Purelei and Snocks overcome the complex VAT hurdles in the EU and the UK and reduce their financial accounting workload by up to 80 per cent. The complete integration of a self-developed tax logic that automatically assesses every transaction in e-commerce – from sales and payments to fees – enables even small tax firms to manage large e-commerce mandates.

Taxdoo counts around 2,000 companies and 800 tax firms among its customers and partners. The scale-up was co-founded in 2016 by Dr Christian Königsheim (CEO and co-founder) and former tax officer and tax auditor Dr Roger Gothmann (Managing Director and co-founder). The company currently employs around 150 people. Its investors include Accel, Tiger Global, the Visionaries Club, HTGF and 20VC.