Press Release

JURA DIREKT gains entrepreneurial partner for next growth phase

Silver Investment Partners invests in the market leader for digital powers of attorney and legal precautionary documents

Nuremberg/Königstein, 11 December 2025 – JURA DIREKT GmbH is positioning itself for the next phase of its corporate development: with Silver Investment Partners, the market leader for digital powers of attorney and legal precautionary documents gains a partner to accompany its continued growth. The company's market leadership is to be further expanded and the successful development of recent years continued.

Silver Investment Partners (SIP), an independent equity investor in medium-sized companies in Germany, Austria, and Switzerland, has acquired a majority stake in JURA DIREKT GmbH through a share deal. Founders Domenico and Ute Anic will retain an indirect stake in the company through a significant reinvestment, sending a clear signal of continuity, growth, and confidence in the future together with Silver Investment Partners.

JURA DIREKT will continue to operate with its proven team and established processes. Nothing will change operationally for employees, customers, or business partners. Domenico Anic will remain with the company as Managing Director, ensuring stable operational continuity. In parallel, an entrepreneurially minded, sales-driven management succession is being built up in close coordination.

JURA DIREKT was founded in 2012 by Domenico and Ute Anic in Nuremberg and has since grown to become the market leader in digital powers of attorney. Through a subscription-based model with attorney-reviewed documents and TÜV-certified processes, the company today serves more than 100,000 active subscription customers.

The company's leading market position is to be further expanded in a targeted manner – through an expansion of central sales, new products such as wills and legal protection plans, and the continued digitalisation of business processes. As an entrepreneurial partner, Silver Investment Partners contributes not only capital but also proven experience in developing medium-sized companies – with the clear goal of sustainably strengthening JURA DIREKT's market leadership without changing its established corporate culture and identity.

“We want to further develop JURA DIREKT so that we can serve the need for legal precautionary planning even more comprehensively in the future – with innovative digital solutions, excellent service, and the high quality that we have stood for over many years and for which our customers place their trust in us. With Silver Investment Partners, we have found a partner who shares our goals and values.”

— **Domenico Anic, Founder and Managing Director, JURA DIREKT GmbH**

“JURA DIREKT has impressively demonstrated over recent years how a complex subject matter can be made customer-oriented and scalable through digital solutions. The combination of a digital platform model, attorney-reviewed documents, and 24/7 service creates real added value for private individuals in a structurally growing market. We look forward to accompanying the company's further development together with Domenico Anic and the entire team, and to advancing JURA DIREKT step by step.” — **Philipp Amereller, Managing Partner & Founder, Silver Investment Partners**

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About JURA DIREKT GmbH

JURA DIREKT was founded in 2012 by Domenico and Ute Anic in Nuremberg and is today Germany's market leader in digital powers of attorney. The company enables the legally compliant creation, management, and regular updating of powers of attorney, living wills, wills, and other precautionary documents as part of a subscription-based business model. Legal review and drafting of the documents is carried out by independent partner lawyers. The company employs 27 staff members at its Nuremberg location and serves more than 100,000 active subscription customers. TÜV-certified processes and attorney-reviewed documents with liability coverage ensure the highest quality and legal certainty. Further information at www.juradirekt.com.

About Silver Investment Partners

Silver Investment Partners (SIP) is an independent equity investor in medium-sized companies in Germany, Austria, and Switzerland, headquartered in Königstein im Taunus. As an entrepreneurially led, experienced, and reliable partner, SIP invests in majority and minority stakes in companies with revenues between EUR 5 million and EUR 100 million. Typical investment scenarios include succession situations, changes in the shareholder base, corporate carve-outs, and growth financing. Further information at www.silver-ip.com.

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