

Luther advised CoachHub in a debt financing transaction for growth with AI

Frankfurt a. M., 16 December 2024 – With legal support by Luther, CoachHub, the world's leading digital coaching platform, has agreed a €40 million growth financing from HSBC Innovation Bank UK. The financing supports further growth by developing new artificial intelligence (AI) tools and refinances an earlier venture debt financing, on which Luther had also advised.

Luther provided legal advice to long-standing finance-client CoachHub in agreeing a new €40 million growth financing facility with HSBC Innovation Bank UK, enabling the world's leading digital coaching platform to accelerate investment in artificial intelligence (AI) and further expand its product offerings. The transaction is a key strategic element for CoachHub to allow rapid innovation while promoting long-term value creation.

The Luther-team advised CoachHub on all financing-aspects of the transaction. On corporate law matters, CoachHub is advised by a team of Rüping Schroeder Rechtsanwälte, while McDermott Will & Emery advised on French, English and US law aspects of the transaction.

The funding will enable CoachHub to further deliver its vision of integrating cutting-edge technology with a human-centred approach. As these efforts expand, more organizations will be empowered to navigate complex talent development challenges and create meaningful change across diverse teams, boosting productivity and ensuring long-term adaptability.

Advising lenders and borrowers on venture debt and growth financings forms an integral part of Luther's expertise in the field of venture debt and start up companies.

A further example for Luther's finance expertise in venture debt financings is the legal advice to Beat81 in a growth financing with Gilion (formerly Ark Capital), including a recent increase of the transaction.

About Coachhub:

CoachHub is the leading global digital coaching platform, empowering organisations to create scalable and measurable personalised coaching programs for their entire workforce. CoachHub's global pool of coaches includes more than 3,500 certified business coaches in 90 countries across six continents with coaching sessions available in over 80 languages. Serving more than 1,000 clients worldwide, CoachHub's innovative coaching programs are based on proprietary scientific research and development from our Innovation Lab. CoachHub is backed by leading investors including Sofina, SoftBank Vision Fund 2, Molten

Ventures, Speedinvest, HV Capital, and Partech. CoachHub is committed to creating a greener future. The company is certified carbon neutral and its environmental management is certified according to ISO14001.

For CoachHub:

Luther, Banking&Finance: *Christoph Schauenburg, LL.M. (Partner), Anna-Sophia Riebeling (Senior Associate)*

Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 11 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was honoured as JUVE Law Firm of the Year for Regulation in 2024. Further information is available at: www.luther-lawfirm.com.

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