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Takeover in the adtech industry: Luther advises YieldKit on sale to Waterland

Hamburg – Waterland Private Equity has acquired a stake in the Hamburg-based YieldKit GmbH. A team from Luther Rechtsanwaltsgesellschaft provided legal advice to YieldKit on the sale of a majority stake to the independent private equity investment company..

The stated aim of the investor Waterland and YieldKit is to make the platform the market leader using a buy-and-build strategy. Company founder Oliver Krohne, CEO Daniel Neuhaus and tech entrepreneur Lars Hinrichs will continue to have a stake in YieldKit after the takeover.

YieldKit is a software platform for implementing performance marketing strategies that is active in over 160 countries. The company works with over 60 networks and, since its incorporation in Hamburg in 2009, has built up a base of more than 45,000 active advertisers that can be deployed on over 374,000 domains

On behalf of YieldKit GmbH:

Luther, Corporate/M&A: Dr Jörgen Tielmann (Partner, Lead), Dr Joachim Heinemann (Senior Associate), Dr Johannes Knop (Senior Associate)

Luther, Antitrust Law: Dr Helmut Janssen (Partner)

Luther, Employment Law: Martina Ziffels (Counsel)

Luther, IP/IT: Dominik Menhaj (Senior Associate)

Brief Profile 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 ten 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. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects.

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 named "Law Firm of the Year 2019" by the German legal published JUVE. Further information is available at: www.luther-lawfirm.com

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