

20 February 2020

## Luther advises Fiege on participation in Hamburg start-up heyconnect

**The fulfilment service provider Fiege participates in the marketplace specialist heyconnect, a start-up founded in Hamburg in 2012, which supports brands and traders on online platforms in using marketplaces as a permanent distribution channel. Luther provided legal advice to Fiege on the investment.**

The Westphalian Fiege Group is one of the leading logistics providers in Europe, its competence lies particularly in the development and realisation of integrated, holistic logistics systems. With more than 15,000 employees worldwide, the Group generated sales of EUR 1.6 billion in 2018. heyconnect is one of the leading German platform service providers, giving more than 150 brands from the fashion, living and cosmetics sectors access to more than 30 marketplaces in Europe, including Amazon, Zalando, OTTO and About You.

By investing in heyconnect, Fiege is consistently pursuing its strategy of becoming Europe's leading provider in the omnichannel fulfilment segment. The participation of Fiege enables heyconnect to better provide its range of products and services on international marketplaces in future. The Cologne-based M&A/Venture Capital team of Luther Rechtsanwalts-gesellschaft provided legal advice to the Fiege Group on the investment.

### **For the Fiege Group:**

Luther, M&A / Venture Capital: Dr Gregor Wecker (Partner), Fabian Mimberg (Senior Associate)

Luther, IP/IT: Adrian Freidank (Senior Associate)

Luther, Employment: Stefanie Prehm (Partner)

---

**Brief Profile Luther**

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm, which has been awarded by JUVE as “Law Firm of the Year 2019”, employs more than 420 lawyers and tax advisors and is represented at 10 German economic centres and at 10 important investment locations and financial centres\* in Europe and Asia. Our clients are 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 worldwide. 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.

Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com)

\* including corporate services

---

**Press contact Luther Rechtsanwaltsgesellschaft mbH**

Katrin Schumacher

[katrin.schumacher@luther-lawfirm.com](mailto:katrin.schumacher@luther-lawfirm.com)

Phone +49 40 18067 24995

Marie Lingenthal

[marie.lingenthal@luther-lawfirm.com](mailto:marie.lingenthal@luther-lawfirm.com)

Phone +49 221 9937 10336