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Luther advises DOMUM on the acquisition and financing of three Amazon FBA businesses

Hamburg/Frankfurt – Luther Rechtsanwaltsgesellschaft mbH provided legal advice to the Beteiligungsgesellschaft DOMUM Unternehmer & Kapital GmbH (DOMUM) on the acquisition and financing of three Amazon FBA (“Fulfillment-by-Amazon”) businesses from the food supplement sector.

With this transaction, DOMUM will unite three of the most relevant German Amazon sellers of premium food supplements (Nature Love, Feel Natural and natural elements) under one roof in Natsana GmbH. The resulting synergies will provide Natsana with new opportunities as well as the development of further national and international markets in the area of food supplements.

DOMUM is still a young German management and investment company which specialises in company transfers, succession situations and challenges in the area of digitalisation in German medium-sized businesses.

Luther has already advised DOMUM on earlier projects and within the scope of this transaction provided comprehensive due diligence advice, advice on structuring and the implementation under corporate law through the parallel negotiation of two company purchase agreements, as well as on acquisition financing.

The acquisition financing was provided by two debt funds. The transaction is therefore also a novelty in the German market with regard to the financing structure: to date, there have been no known leveraged buyouts of companies that operate almost exclusively as Amazon FBA sellers. It is expected that such transactions, which offer interesting opportunities for equity and debt investors, will be implemented more frequently in the future.

On behalf of DOMUM:

Luther Corporate/M&A: Dr Jörgen Tielmann, LL.M. (Partner / Lead), Dr Joachim Heinemann (Senior Associate / Lead), Dr Christian Horn, LL.M. (Partner), Lena-Annika Schultz (Senior Associate), Dr Johannes Knop (Senior Associate), Nathalie Novoselec (Associate)

Luther Capital Markets, Banking & Finance: Christoph Schauenburg, LL.M. (Partner / Lead), Stefan Jokel (Senior Associate), Dr Rolf Kobabe (Partner)

Luther Employment Law: Martina Ziffels (Counsel), Joschka Gommers (Associate)

Luther IP/IT: Dr Kay Oelschlägel (Partner), Dominik Menhaj (Senior Associate)

Luther Public Law: Dr Mathias Mailänder (Counsel), Christoph Schnoor (Associate)

Luther Antitrust and Competition Law Dr Helmut Janssen, LL.M. (Partner)

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

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