

Luther advises Staffbase on acquisition of majority stake in dirico

Cologne, 08.06.2022 – Staffbase, the world's leading provider of a digital platform for employee communication, has acquired the majority of the Koblenz-based company 247GRAD Labs GmbH and expands its portfolio with the content collaboration platform dirico. Luther Rechtsanwalts-gesellschaft provided comprehensive legal advice to Staffbase on the transaction.

- Planning solution from dirico complements Staffbase communication platform and creates complete solution for teams in internal and external communication.
- dirico will be successively integrated into the Staffbase platform, but will also remain available as a stand-alone product.
- Staffbase takes over more than 150 customers and 60 employees from dirico.

Together, Staffbase and dirico want to raise communication as well as the planning, creation and publication of content to a new level - both internally and externally. In the past, the two companies have already worked together for well-known companies such as BMW and Lufthansa Cargo. By building a new dirico-based product line “Staffbase Communications Control”, Staffbase wants to meet the needs of its clients and the increasingly complex demands on internal and external corporate communication in an even more efficient and innovative way.

Luther is regularly advising Staffbase on its M&A activities. In 2020, Luther assisted Staffbase in the acquisition of employee survey company teambay. Recently, Staffbase expanded further with the support of Luther by acquiring Bananatag Inc., an internal communications tech company based in Canada, and taking over the Finnish company Valo Solutions, the leading provider of intranets and digital workplaces based on the Microsoft applications Teams and SharePoint. Also, the acquisition of the majority stake in dirico had a cross-border element, given that Staffbase in parallel acquired from the seller the Romanian dirico entity. The Romanian legal advice was provided by NNDKP from Bucharest in coordination with Luther.

About Staffbase:

Staffbase is a high-growth, deeply experienced provider of employee communications management platforms for enterprise companies. The mobile compatibility of the company's platform allows employers to securely reach their employees everywhere with reduced complexity. Staffbase solutions give employees greater access to the corporate information that's relevant to them, along with tools for the modern digital workplace, including existing

intranets. With headquarters in Chemnitz, Germany, and offices in Amsterdam, Berlin, Calgary, Cologne, Dresden, Helsinki, Kelowna, London, Melbourne, Montreal, Munich, New York City, and Vancouver, Staffbase provides branded solutions for more than 2,000 leading companies worldwide.

On behalf of Staffbase:

Luther, Corporate/M&A: Philipp Dietz (Partner, lead), Michael Ströbel (Senior Associate), Falco Rohrberg (Associate), Rares Holonec (Associate), Dr Madeleine Martinek (Associate)

Luther, IP/IT: Christian Kuss (Partner), Adrian Freidank (Senior Associate), Gerrit Feuerherdt (Associate), Niccolo Langenheim (Associate)

Luther, Employment Law: Katharina Müller (Partner), Esther Haas (Associate)

Luther, Real Estate: Michael Kunkel (Partner)

Luther, Tax: Nicole Fröhlich (Partner), Ramona Hubracht (Counsel)

Staffbase inhouse: Jordan Hatcher (General Counsel), Christina Brunner (Senior Corporate Counsel)

Nestor Nestor Diculescu Kingston Petersen (NNDKP), Romania: Ciprian Păun, Bianca Chirilă, Diana Feldrihan, Ștefania Vecerdea, Ovidiu Sterian

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. Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

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