

### Acquisition of an international management consultancy: Luther advises Vocatus on the sale of all shares to Accenture

**Munich, 17.01.2024 – Vocatus AG is now part of Accenture: The shareholders have sold 100% of their shares. The main shareholders were advised by a team from Luther Rechtsanwaltsgesellschaft.**

Vocatus will strengthen Accenture's Corporate Strategy, Growth & Pricing division with its expertise. The company has been supporting clients from industries such as financial services, media and telecommunications with behavior-oriented pricing strategies and sales concepts for almost 25 years.

With the acquisition of Vocatus, Accenture expands its offering to clients in Europe with greater modeling capabilities to determine price levels and optimise sales, differentiate from competitors and communicate with customers. For Vocatus, Accenture's size and international presence opens up new perspectives and approaches.

The experienced Corporate/M&A team led by Dr Andreas Kloyer and Dr Thorsten Becker advised the four main shareholders Dr Florian Bauer, Hardy Koth, Dr Gabriele Wiegman and Alexander Weigmann on the transaction.

Dr Gaby Wiegman, board member and co-founder of Vocatus: "Our collaboration with Dr Andreas Kloyer began with the founding of Vocatus AG in 1999. Over the past 25 years, Dr Kloyer has provided us with outstanding support in all matters relating to stock corporation and corporate law. Supported by his comprehensive legal knowledge and, above all, his creative legal solutions, we successfully navigated through several financing rounds together. Dr Kloyer always works in a solution-oriented manner without getting lost in legal sideshows and always has the economic goal in mind. The support provided by Dr Andreas Kloyer and Dr Thorsten Becker during the contract negotiations with Accenture was invaluable. The level-headed way in which they conducted the negotiations, their pragmatic, solution-oriented concepts and their attention to legal detail were of particular importance here, which were completely unbroken even during negotiation rounds at night and during weekends and which led the transaction with Accenture to a successful conclusion."

#### About Vocatus AG:

Vocatus is an international management consultancy based in Munich. Its focus is on pricing strategy and sales optimisation. Understanding and shaping the decision-making processes

of end customers with behavioural economics is the basis of their success and for the quantifiable success of their clients.

### **On behalf of Vocatus AG:**

Luther, Corporate/M&A: Dr Andreas Kloyer (Partner), Dr Thorsten Becker (Counsel, joint lead), Rares Holonec (Senior Associate), Dr Julian Günthner M.A. (Associate)

Luther, Capital Markets, Banking & Finance: Dr Jörgen Tielmann, LL.M. (Partner)

Luther, IP/IT: Christian Kuß, LL.M. (Partner), Lutz Keller (Senior Associate)

Luther, Tax Law: Dr Bela Jansen (Partner), Felix Schill, LL.M. (Counsel)

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### **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 founding member of unyer ([www.unyer.com](http://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. In 2023, Luther was honoured as JUVE Law Firm of the Year for Public Procurement Law and JUVE Law Firm of the Year for Distribution, Trade and Logistics. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com).

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