

Luther advises Geiger Bros. on the acquisition of WER GmbH

Cologne, 6.8.2024 – Luther provided comprehensive advice to Geiger Bros., USA, on the acquisition of WER GmbH and the associated market entry in Germany. Luther has thus supported a significant milestone in Geiger's ongoing international growth strategy - for the worldwide distribution of promotional and branded goods.

To strengthen its global presence, US-based Geiger has acquired WER GmbH, a leading branded merchandise and apparel distributor based in Senden, Germany. Geiger is the largest family-owned promotional products distributor in the world. The integration process begins immediately with the renaming of WER GmbH to WER GmbH, a Geiger Company. The Luther team led by Dr. Thomas Kuhnle and Michael Ströbel advised on the transaction.

While Geiger has already successfully completed five acquisitions in the UK, the acquisition of WER is the first in Germany. This strategic move marks a significant milestone in Geiger's ongoing international growth strategy and significantly strengthens the company's presence in Europe.

About Geiger Bros.

Geiger is the largest privately held and family-owned promotional products distributor in the world. The fifth-generation company is headquartered in Lewiston, Maine, USA, and has offices in the U.S. and Europe, as well as more than 450 independent sales representatives. Geiger is a socially and environmentally responsible company that provides proactive, comprehensive marketing solutions to its clients.

About WER GmbH, a Geiger Company

Founded in 1992, WER GmbH operates six branches and several warehouses throughout Germany, including major cities such as Munich, Cologne and Frankfurt. With a dedicated team of over 100 employees, WER GmbH has earned an outstanding reputation with a wide variety of customers for innovative product media solutions and unparalleled service. By merging with Geiger's comprehensive service offering - including packaging, warehousing, international distribution, customization, in-house decoration and storage - the service offering for the new customer base will be further expanded.

In behalf of Geiger

Luther, Corporate M&A: *Dr. Thomas Kuhnle* (Partner, lead), *Michael Stroebel*, LL.M. (Partner), *Christian Brauns* (Counsel), *Rares Holonec* (Senior Associate), *Dr. Dr. Julian Günthner* M.A. (Associate), *Marco Dauner* (Associate)

Luther, Real Estate: *Iris Glöckler* (Partner); *Annkathrin Egerer-Trat* (Senior Associate)

Luther, IP/IT: *Carsten Senze* (Partner), *Felix Hielscher* (Senior Associate)

Luther, Employment Law: *Dietmar Heise* (Partner), *Janina Ott* (Senior Associate)

Luther, Commercial: *Dr. Steffen Gaber*, LL.M. (Partner), *Fabien Benjamin Wehner* LL.M. (Associate)

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 member of unyer (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.

Press Contact Luther Rechtsanwaltsgesellschaft mbH

René Bernard

rene.bernard@luther-lawfirm.com

T +49 221 9937 18745

Katja Hilbig

katja.hilbig@luther-lawfirm.com

T +49 221 9937 25070

Britta Hlavsa

britta.hlavsa@luther-lawfirm.com

T +49 221 9937 20043