

### Luther advises Contentflow on strategic investment in Storytile – combining platform and event excellence

**Berlin/Munich, 23 September 2025 – Luther Rechtsanwaltsgesellschaft advised Contentflow Live GmbH, one of the leading live streaming platforms, on its investment in Storytile GmbH. The merger strengthens Contentflow's offering for online and hybrid events and focuses on consistent growth along the entire digital event value chain.**

Achieving more together: Storytile brings more than 700 successfully implemented events, an experienced team of experts and in-house event software to the table – from fully digital to hybrid. Combined with Contentflow's technology and platform expertise, this creates an even more comprehensive 'one-stop shop' portfolio for the planning, production and distribution of professional live experiences. Customers benefit from greater reach, higher interactivity and seamless workflows – all from a single source.

"The collaboration with Luther was excellent and contributed significantly to the successful completion of this complex project. Their expertise in investment structuring and investment management was particularly important for us," says Sebastian Serafin, Managing Director of Contentflow.

A Luther team led by Dr Joachim Heinemann advised Contentflow on legal and tax matters and tailored the investment structure, marking another step in Contentflow's growth path.

#### About Contentflow:

The Berlin-based company Contentflow offers a complete live streaming platform that operates from a single hub. Contentflow helps companies exchange information via live streaming and put events online. Among other things, it offers flexibility for different formats, streaming in Full HD and restreaming on all major social platforms.

#### About Storytile:

Storytile is a leading provider of digital and hybrid events, specialising in live streams, live blogs and event platforms. Founded in 2015 by photographers and technology enthusiasts Paul Knecht and Oliver Seidl, Storytile combines creative storytelling with state-of-the-art technology. Born from the idea of transmitting photos and content in real time, Storytile has evolved from journalistic live blogging to comprehensive solutions for businesses.

## For Contentflow Live GmbH:

**Luther, Corporate/M&A:** *Guido Wenzel* (partner), *Dr Joachim Heinemann* (partner, lead); *Daniel Hilmer* (associate)

**Luther, Employment Law:** *Sandra Sfinis* (Partner); *Daniel Greger* (Senior Associate)

**Luther, Tax Law:** *Dr Zacharias Schneider, LL.B., LL.M.* (Partner); *Dr Marco-Marcel Niebuhr* (Senior Associate); *Susanna Seufferth* (Associate)

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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 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. Luther was honoured as JUVE Law Firm of the Year for Regulation in 2024. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com).

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