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Luther advises Health and Beauty GmbH on acquisition of online platform

The German media company Health and Beauty Germany GmbH, which belongs to the leading Italian trade fair company BolognaFiere, has acquired the B2C online platform “Balance Beauty Time” (www.balancebeautytime.com) from the Austrian SPM GmbH. A team from Luther Rechtsanwaltsgesellschaft provided legal advice on the purchase.

The Health and Beauty Group is an international media undertaking that provides its readers, exhibitors and customers with a wide range of trade media, trade fairs and events in ten countries. Its headquarters are in Ettlingen near Karlsruhe, Germany. With the internet platform “Balance Beauty Time”, Health and Beauty Germany GmbH is expanding its online offer to include information on topics such as nutrition, fitness, health, travel and modern lifestyle. Health and Beauty Germany GmbH is part of the Italian BolognaFiere Group, a worldwide organiser of trade fairs with a total of over 2 million visitors. In its core market Italy, BolognaFiere manages three exhibition centres in Bologna, Modena and Ferrara, hosting 75 exhibitions.

On behalf of Health and Beauty GmbH:

Luther, Corporate/M&A: Dr Eckart Petzold (Partner and Head of Luther’s Italian Desk, Lead Partner)

Waitz (Linz), Corporate/M&A: Dr Kornelia Waitz-Ramsauer, LL.M. and Mag. Verena Eibensteiner-Palmstorfer, LLB.oec

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

Luther Italian Desk

In close cooperation with leading Italian law firms, our Italian Desk advises German and international companies on expanding their business activities in Italy, and vice versa Italian companies on their German business. A constant professional and personal exchange between the lawyers involved in both countries ensures efficient advice. Experienced and well-coordinated teams help to eliminate the misunderstandings typical in cross-border transactions as soon as they arise and to implement projects in the respective other country smoothly and cost-effectively. We provide all advisory services in German, Italian and English

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