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Luther advises US sports giant Wasserman on cooperation with Sauerland boxing stable

Stuttgart – The boxing stable founded by the legendary promoter Wilfried Sauerland and the US sports giant Wasserman will be extensively cooperating in the future. Wasserman has taken over all business activities of the Sauerland Group. The aim is to become the world's leading boxing company. Wasserman Media Group was advised on the deal by Luther Rechtsanwaltsgesellschaft, which has extensive experience in transactions in the sports industry: only recently, the M&A team advised the Olympic show jumping champion Ludger Beerbaum on a partnership with an international private equity investment group.

The merger will result in the creation of a new company that will operate under the "Wasserman Boxing" brand, a new unit in Wasserman's global sports marketing portfolio. Wasserman wants to use the merger to build up its activities in the international boxing business. The plan is for the new unit to organise major international fights worldwide in the future; such fights are also to take place increasingly in Germany again.

Kalle Sauerland, son of the founder Wilfried Sauerland and most recently Managing Director of the company founded in 1978, will manage the company as Global Head of Boxing in the future. All active boxers and employees who are under contract with Sauerland will be transferred to the new company. Kalle Sauerland and his brother Nisse, who will also be working in the operational business as Director of Boxing, have signed long-term employment contracts.

In addition to the Sauerland companies operating in Germany, the business activities in Switzerland and England are also included in the transaction.

About Wasserman Media Group:

Wasserman is a sports marketing and talent management company based in Los Angeles. Casey Wasserman, CEO of Wasserman, founded Wasserman in 1998.

On behalf of Wasserman Media Group:

Luther, Corporate/M&A: Dr Thomas Kuhnle (Partner, Lead), Michael Ströbel, LL.M. (Senior Associate), Rares Holonec (Associate)

Luther, Employment Law: Lars Christian Möller (Counsel), Dr Caroline Dressel (Associate)

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UK - Clarke Willmott LLP: Robert Ridd (Lead Partner), Barney Sykes

Brief profile of 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 publisher JUVE. Further information is available at: www.luther-lawfirm.com

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