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Luther advises Adference on acquisition of ABOUT YOU

ABOUT YOU, one of the largest fashion and lifestyle platforms in Europe, acquires AdTech company Adference GmbH, a leading provider of automation technology for Google Ads and Amazon. Luther provided legal support for the deal on the seller side.

ABOUT YOU will expand its technology and market leadership by the acquisition of Adference. By using machine learning algorithms, Adference's tools enable the creation of automated campaigns and optimal offers for millions of keywords and products. A team from Luther Lawfirm led by partner Dr. Jörgen Tielmann provided legal advice to Adference on the acquisition.

After several years of research on analyses and forecasts of buyer behaviour, a team of IT specialists, data scientists and software developers at Leuphana University Lüneburg founded Adference GmbH in 2014. Also founded in 2014 as a subsidiary of the Otto Group, Hamburg-based ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe with more than 11 million users per month and annual sales of over € 450 million.

For Adference:

Luther, Corporate / M&A: Dr. Jörgen Tielmann (lead), Dr. Johannes Knop, Dr. Joachim Heinemann

Luther, Employment: Martina Ziffels

Luther, IP / IT: Dr. Christian Rabe

Luther, Tax: Dr. Zacharias-Alexis Schneider

Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs more than 380 lawyers and tax advisors and is represented at 10 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai, Singapore and Yangon. Our clients are 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 worldwide. 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.

Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: www.luther-lawfirm.com

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