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Luther assists Intershop with sale of online marketing agency to PIA Holdings

Hamburg – As of 30 September 2014, Munich-based marketing agency Blue Summit Media GmbH (blueSummit) acquired SoQuero GmbH (SoQuero), an agency in Frankfurt. The seller was Intershop Communications AG (Intershop), which obtained advice from Luther Rechtsanwaltsgesellschaft mbH during the process.

Buyer blueSummit (registered office in Munich) had merged with three other German online marketing firms to form PIA Performance Interactive Alliance (PIA Holdings) in March 2014, in a transaction involving investment firm Equistone Partners Europe. In August 2014, PIA Holdings acquired Dymatrix Consulting Group GmbH, a Stuttgart-based firm specializing in digital marketing solutions.

Luther was involved in two of these transactions. During the PIA Holdings merger, the firm advised one of the four companies – Performance Media Deutschland GmbH – on its sale to PIA. Dymatrix Consulting Group GmbH also turned to Luther for assistance during its sale.

The now-finalized acquisition of SoQuero expands the portfolio of blueSummit, an agency that specializes in performance marketing, to include the areas of search engine optimization, search engine advertising, product data marketing and social media marketing while also enlarging the regional presence of PIA Holdings in western and central Germany.

About Intershop

Intershop Communications AG (founded in 1992; Prime Standard: ISH2) is the leading independent provider of comprehensive solutions for omni-channel commerce. Worldwide, over 500 large and mid-sized enterprises and organizations rely on Intershop – including HP, BMW, Bosch, Deutsche Telekom and Mexx. Intershop is headquartered in Jena and maintains branch locations in the United States, Europe, Australia and China.

About SoQuero

SoQuero, an agency founded in 2004 and based in Frankfurt am Main, serves about 60 customers worldwide in the field of search and social media marketing. The agency has approximately 50 employees. Both of the company's previous managing directors, Björn Emeritzky and Tobias Jungcurt, have remained with the firm and continue to manage the business at the Frankfurt site.

About blueSummit

blueSummit is a leading agency for international performance marketing. With about 115 employees, the agency serves well-known customers in the retail, travel, finance, automotive and media and entertainment sectors. blueSummit is represented at sites in Munich, Hamburg and Vienna.

On behalf of Intershop

Luther Rechtsanwaltsgesellschaft mbH, Hamburg: Dr. Jörgen Tielmann, LL.M. (Partner, Lead Partner), Juliane Lennartz, LL.M. (both Corporate Law)

Luther Rechtsanwaltsgesellschaft mbH, Munich: Peter M. Schäffler (Partner), Karl Ober, LL.M. (both Tax Law)

In-house: Diana Tetzl (Corporate Counsel)

On behalf of PIA Holdings

P+P Pöllath + Partners, Munich: Dr. Ralf Bergjan, LL.M. (Partner), Dr. Benedikt Hohaus (Partner), Verena Schäfer, Dr. Julian Winkler

Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs over 350 lawyers and tax

advisors and is represented at 11 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai and Singapore. 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 is also the German member of Taxand, a global organisation of tax advisory firms.

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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