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## Luther advises outdoor outfitter Bergfreunde GmbH on sale to U.S. group

**Hamburg – The Luther Rechtsanwaltsgesellschaft mbH has advised the German outdoor outfitter Bergfreunde GmbH on the sale to the U.S. online retailer Backcountry Inc.**

In late November 2013, the four shareholders of Bergfreunde GmbH sold their company to Backcountry Inc. Both companies – both buyer and seller – distribute their products through online stores and have specialized in the outdoor retail sector.

Bergfreunde GmbH, headquartered in Kirchentellinsfurt (Baden-Württemberg), was founded in 2006 and has more than 75 employees.

The buyer, Backcountry Inc. from the U.S., is one of the largest online retailers worldwide of high-quality mountaineering equipment. Founded in 1996, the company has more than 700 employees. Since 2007, it has been a subsidiary of the media conglomerate Liberty Media Corporation, to which other e-commerce companies belong. Liberty Media Corporation is part of the Liberty Interactive Group (Nasdaq: LINTA, LINTB).

### **For Bergfreunde GmbH**

Luther Rechtsanwaltsgesellschaft mbH Hamburg:

Dr. Jörgen Tielmann (Head Partner), Dr. Henning Struck, Juliane Lennartz (all Corporate Law)

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## Brief Profile Luther Rechtsanwaltsgesellschaft mbH

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, Budapest, 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](http://www.luther-lawfirm.com)

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