

Frankfurt, 19 April 2021

GÖRG advises AOE on an investment in SHIFTEO

Under the lead of Frankfurt partner Dr. Tobias Fenck, GÖRG Partnerschaft von Rechtsanwälten mbB advised the Wiesbaden-based AOE GmbH on the acquisition of a participation in French software provider SHIFTEO.

With the participation in supply chain specialist SHIFTEO, AOE, the world's leading provider of digital solutions for travel retail, plans to expand its portfolio to include buy-on-board and catering software solutions for airlines. The agreement includes SHIFTEO's in-flight ePOS, supply chain management and back office technology. The new integrated subsidiary of AOE, named Omnevo GmbH, will enable airlines to integrate and manage their revenue-generating business with existing in-flight sales for both travel retail and F&B.

Advisors AOE GmbH

GÖRG Partnerschaft von Rechtsanwälten mbB

Dr. Tobias Fenck, Partner, Corporate/M&A, Frankfurt (Lead)

Dr. Lars Weber, Partner, Corporate/M&A, Frankfurt

Taro W. Stenger, Associate, Corporate/M&A, Frankfurt

Advisor French Law

Michael Samol, Jeantet AARPI, France

About AOE GmbH

AOE is a leading agile software service provider for digital solutions in the enterprise sector. Based on over 20 years of enterprise open source expertise, more than 250 employees develop digital product, portal, e-commerce and marketplace solutions at eight global locations. AOE supports global corporations in the digital transformation of existing business models and in the development of new digital solutions and products.

In addition to the sectors of aviation, telco, healthcare and life sciences as well as FinTech, fields such as data science, AI and cybersecurity are among AOE's focal points. Long-standing clients include Deutsche Telekom, congstar, BMW Group, Frankfurt Airport, Commerz Real, Singapore Airlines, Sony and T-Systems.

About Omnevo

Omnevo is a digital omnichannel marketplace platform and a subsidiary of AOE GmbH. Born from the merger of AOE's aviation commerce technology OM³ and the catering and supply chain expert SHIFTEO, Omnevo is a unique end-to-end marketplace solution that opens up completely new opportunities and business models, especially for the aviation, travel and hospitality industries as well as shopping malls. The platform includes state-of-the-art technologies such as Adobe, Magento Commerce, Flamingo and Akeneo PIM, the combination of which enables personalised user experiences, targeted sales and marketplace commerce. Omnevo is successfully used by benchmark-setting industry leaders such as Singapore Airlines' KrisShop, Heathrow Airport, Auckland Airport and Frankfurt Airport. AOE provides implementation services as required. The company is headquartered in Germany, with additional offices in France, Morocco, Switzerland, the USA, Hong Kong and Dubai.

Your contact at GÖRG

Dr. Tobias Fenck

Phone +49 69 170000 250, E-Mail: tfenck@goerg.de

Communications & Marketing

Benjamin Kuthning
Phone +49 221 33660-161, E-Mail: bkuthning@goerg.de

About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With more than 300 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

Our Offices

GÖRG Partnerschaft von Rechtsanwälten mbB

BERLIN

Kantstraße 164, 10623 Berlin
Phone +49 30 884503-0, Fax +49 30 882715-0

HAMBURG

Alter Wall 20 – 22, 20457 Hamburg
Phone +49 40 500360-0, Fax +49 40 500360-99

COLOGNE

Kennedyplatz 2, 50679 Cologne
Phone +49 221 33660-0, Fax +49 221 33660-80

MUNICH

Prinzregentenstraße 22, 80538 Munich
Phone +49 89 3090667-0, Fax +49 89 3090667-90

FRANKFURT AM MAIN

Ulmenstraße 30, 60325 Frankfurt am Main
Phone +49 69 170000-17, Fax +49 69 170000-27