

Frankfurt, 11 August 2021

GÖRG advises Ufenau on the investment in the e-commerce agency norisk Group and the design agency Strichpunkt

GÖRG Partnerschaft von Rechtsanwälten mbB has advised MYTY Group AG, an investment company of Ufenau Capital Partners, on two further investments: The Munich-based e-commerce agency norisk Group and the design agency Strichpunkt will become part of the MYTY agency network. The MYTY Group, which was newly founded in November 2020, now consists of five agencies in Switzerland and Germany that specialise in the areas of marketing, creation and technology.

With the investment in norsik Group GmbH, the agency group is being expanded with an e-commerce full-service specialist that focuses on online shop implementation as well as the integration of third-party systems such as ERP and CRM software. The agency employs around 60 staff at its locations in Munich, Nuremberg and Berlin.

With Strichpunkt, one of the leading agencies in Germany for branding and design is joining. The previous owners of the design agency, founded in 1996, are transferring their shares to MYTY and in return are taking a stake in the agency group. Strichpunkt is represented with over 130 employees in Berlin, Hamburg, Stuttgart and Shanghai.

A GÖRG team led by the experienced partners Dr. Tobias Fenck and Dr. John-Patrick Bischoff provided legal and tax advice to the MYTY group in both transactions, which were carried out independently of each other. Frankfurt partner Tobias Fenck, who specialises in private equity transactions, had already provided legal advice to the Swiss investor group together with John-Patrick Bischoff on its investment in the platform company INTEGR8 in 2020.

Advisors MYTY Group AG / Ufenau Capital Partners AG

GÖRG Partnerschaft von Rechtsanwälten mbB

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

Dr. John-Patrick Bischoff, LL.M., Partner, Corporate/M&A, Hamburg (Lead Management)

Dr. Florian Schmitz, Partner, IP/IT, Frankfurt am Main

Dr. Adalbert Rödding, LL.M., Partner, Tax, Cologne

Dr. Karl-Georg Küsters, LL.M., Associate, Tax, Cologne

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

Tim Ulmers, Associate, IP/IT, Frankfurt am Main

Dr. Jan-Peter Müller, Associated Partner, Public Commercial Law, Frankfurt am Main

Dr. Heiko Reiter, Associated Partner, Labour Law, Frankfurt am Main

About Ufenau Capital Partners

Ufenau Capital Partners is a Swiss group of investors based on Lake Zurich. Ufenau Capital Partners focuses on majority investments in service companies in Switzerland, Germany and Austria, which are active in the areas of business services, education & lifestyle, healthcare and financial services. With a comprehensive circle of renowned and experienced industry partners (owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-added investment approach on an equal footing with the entrepreneurs.

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

COLOGNE

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

FRANKFURT AM MAIN

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

HAMBURG

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

MUNICH

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