

GÖRG advises heyconnect regarding FIEGE investment

GÖRG Partnerschaft von Rechtsanwälten mbB has advised the founders and shareholders of Hamburg based start-up **heyconnect** with regard to an investment by FIEGE.

As a leading platform economy expert, **heyconnect** helps brands and merchants to position themselves on online marketplaces and establish them as additional sales channels. In the strategic partnership, FIEGE will boost **heyconnect's** growth by supporting them in accessing new product lines and regional markets as well as providing further scalability. For FIEGE the investment is a step on the way to secure its place as one of Europe's leading omnichannel fulfillment providers.

About heyconnect

heyconnect is a leading German platform service provider who enables brands to access more than 30 European market places including Amazon, Zalando, OTTO and About You. Services include market place integration and management as well as content production in accordance with platform standards, fulfillment and logistics. **heyconnect** currently offers more than 100,000 products of 100 brands across all platforms. Brands include Lloyd, Oui, Cinque, Colmar, Mephisto and Hugo Boss Home. In addition to fashion, **heyconnect** also services brands in the home & living and cosmetics industries. Established in 2012, the Hamburg based company with more than 50 employees is managed by Marcel Brindöpke, Florian Curdt, Jan Schmidt-Prüfer and Tobias Röbig.

About FIEGE

Headquartered in Greven/Germany, FIEGE Group is one of Europe's leading logistics providers. Its competence lies particularly in the development and realisation of integrated supply chain systems, and it is considered a pioneer of contract logistics. In 2018, the Group generated a turnover of Euro 1.6 billion world-wide with a workforce of 15,000. More than 150 locations and co-operations based in 15 countries form a dense supply-chain network. 3 million square metres of warehouse and logistics space vouch for the company's efficiency.

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About GÖRG

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

With 290 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.

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