

PRESS RELEASE

Hamburg, 7. June 2024

GÖRG advises Advertace on sale to the Intermate Group

Under the lead management of Hamburg partner Prof Dr Stephan R. Göthel, GÖRG provided comprehensive legal advice to the Hamburg-based agency Advertace on its sale to the Intermate Group.

Advertace GmbH is a social media agency specialising in growth strategies and supports clients in the area of e-commerce business (business-to-consumer).

With the sale to the Intermate Group, Advertace joins one of the leading social media agencies in Europe. With a team of around 200 experts, highly specialised solutions for the entire user journey in social media marketing will be developed and offered from a single source.

Prof Dr Stephan R. Göthel joined GÖRG as a partner at the beginning of the year. He specialises in M&A/private equity, venture capital and corporate law. Advertace has been one of his clients for some time.

Advisors Advertace GmbH

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About GÖRG

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

With around 350 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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