

## PRESS RELEASE

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# GÖRG advises ReachCon on participation of ECD

**GÖRG Partnerschaft von Rechtsanwälten mbB, led by Hamburg partner Prof. Dr. Stephan R. Göthel, has advised the agency ReachCon GmbH on the participation of ECD International Holding GmbH, a portfolio company of Beyond Capital Partners Fund III.**

ReachCon is a full-service social media agency from Hamburg that was founded by Maximilian Schüttfort, Christian Fuchs and Philipp Fuchs. The aim is to bring brands and influencers together via the extensive creator network. ReachCon is also known for the creator event "Battle of the Socials", which took place in the MEWA Arena in Mainz in 2023. The strategic partnership with ECD International, a renowned agency that has made a name for itself in the premium and luxury segment since 2004, as further shareholder is an important milestone on ReachCon's journey. Together, the services in the areas of social media, content creation and influencer marketing are to be expanded and the network extended both nationally and internationally.

### Advisors ReachCon

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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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