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PRESS RELEASE

Luther advises HBC Group on the consolidation of its Hamburg-based insurance brokers

Hamburg, 14 October 2026 – Luther Rechtsanwaltsgesellschaft mbH has advised Hanseatic Broking Center GmbH (HBC) on the integration of its Hamburg-based insurance brokerage activities as part of its 'buy-and-build' strategy. As part of the merger, five established insurance brokerage firms and their respective subsidiaries are being consolidated into Robert Schüler Versicherungsmakler GmbH, which will in future operate under the name Hanseatic Broking Center Versicherungsmakler GmbH.

The merger comprises ScanBrokers Versicherungsmakler GmbH, Total Consulting Versicherungsmakler GmbH, Barg & Büttner GmbH, ALBIS Assekuranzmakler GmbH and VVDG Verlags- und Industrieversicherungsdienste GmbH. By bringing these companies together under a single brand, HBC is strengthening its presence in the Hamburg market and laying the foundations for closer integration of the specialist expertise and resources of the participating companies.

Luther advised on the transaction with a team led by M&A and PE partner Dr Joachim Heinemann. The firm was responsible for providing legal advice on the merger and supported HBC in the seamless implementation of the corporate law procedures. In doing so, the Luther team managed the transaction process largely behind the scenes and, through efficient coordination and execution, ensured that the involvement of HBC's staff could be kept to a minimum.

"The merger of our established insurance brokers was a complex transaction and involved around 20 mergers and transformations, which required precise legal structuring and close coordination between all parties involved. We particularly appreciated the fact that Luther managed the process very independently and efficiently, thereby significantly easing the burden on us in our day-to-day business. With a high level of specialist expertise and a deep understanding of our strategic objectives, the team made a significant contribution to the successful completion of the transaction, whilst adhering to the tight timetable. We would like to thank the team for their professional and seamless support throughout this important step in the further development of our group," says Johannes Schmidt, COO and Managing Director of the HBC Group.

The aim of the integration is to combine the established client relationships and long-standing expertise of each individual insurance broker with the resources and specialisation opportunities of a larger entity. Clients will continue to be looked after by their trusted contacts whilst also having access to an expanded range of advisory services and additional specialist expertise.

Furthermore, this consolidation creates the conditions for scaling digital processes more efficiently, strengthening the clients' position vis-à-vis insurers and expanding collaboration across different insurance lines and sectors. In doing so, HBC is responding to rising regulatory requirements, more complex risk scenarios and the growing demand for specialised insurance advice.

About the HBC Group

Hanseatic Broking Centre (HBC) is a dynamically growing platform for insurance brokers and underwriters, based in Hamburg. Formed in 2022 through the merger of established specialist brokers and an underwriter, HBC now serves over 40,000 clients across 15 insurance lines and manages a premium volume of more than 600 million euros. Bridgepoint has been the majority shareholder of the group since 2025. With over 50 companies across more than 20 locations in Central and Northern Europe, the group combines regional proximity to clients and specialist expertise with scalable structures and digital solutions, tailored to the requirements of medium-sized and international companies.

For HBC

Corporate/M&A: *Dr Joachim Heinemann* (Partner, lead), *Dr Cédric Müller, LL.M.* (Partner), *Alexander Masson, LL.B.* (Counsel), *Michael Pfeiffer* (Senior Associate), *Alina Kühn* (Senior Associate), *Daniel Hilmer* (Associate)

Employment Law: *Dr Volker Schneider* (Partner), *Dr Astrid Schnabel, LL.M.* (Partner), *Klaus Thönißen, LL.M.* (Partner), *Dr Isabel Schäfer* (Counsel), *Dr Jan Hufert* (Associate)

Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with 12 of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative mindset drives us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary

matters and a wealth of experience in collaborating on complex tasks. Luther was honoured as JUVE Law Firm of the Year for Regulation in 2024. Further information is available at: www.luther-lawfirm.com.

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