

14 June 2021

## Luther advises on sale of leading online marketing specialist adzLocal

**Hamburg – The shareholders of adzLocal are selling Germany's leading marketing-as-a-service provider to the private equity investor Pinova Capital. The seller was advised by Luther Rechtsanwaltsgesellschaft throughout the transaction process.**

adzLocal is a leading online marketing company for medium-sized businesses in Germany. The company has grown strongly over the past twelve years. It is highly profitable and serves more than 2,000 customers. The shareholders have completed the exit and sold the company. Founder Dietrich Wedegärtner, the investors and the management have reinvested in the company in the course of the transaction.

During the transaction, the shareholders of adzLocal were advised by the M&A finance consultancy Parklane Capital and, on the legal aspects, by Luther. The law firm assisted in structuring the transaction and helped with the contract negotiations with national and international financial investors.

### **About adzLocal**

Founded in 2009 by Dietrich Wedegärtner, adzLocal currently employs over 40 people in Hamburg. The company supports more than 2,000 hyperlocal small and micro businesses in winning new customers using an online marketing mix consisting of Google AdWords campaigns, conversion-optimised landing pages and contact tracking.

*<https://www.adzlocal.de/>*

### **About Parklane Capital**

Parklane Capital is a Hamburg-based M&A and corporate finance consultancy with a focus on the internet, media and technology sectors. It advises national and international founders, investors and strategists on acquisitions and sales and the financing of growth companies.

*<https://parklane-capital.de/>*

### **About Pinova Capital**

Pinova Capital is an independent private equity firm that invests in high-growth technology companies in German-speaking countries. Pinova Capital focuses on medium-sized businesses that generate sales of between EUR 10 million and EUR 75 million in the industrial technology and information technology sectors and are characterised by significant growth potential, sustainable competitive advantages and a strong market position in their respective niches.

*<https://www.pinovacapital.com/en/>*

#### **On behalf of adzLocal:**

Luther, Corporate/M&A: Dr Jürgen Tielmann, LL.M. (Partner, Lead), Dr Joachim Heinemann (Senior Associate), Dr Johannes Knop (Senior Associate)

Luther, Employment Law: Martina Ziffels (Counsel)

Luther, IT Law: Dr Kay Oelschlaegel (Partner), Dr Christian Rabe (Senior Associate)

#### **On behalf of Pinova Capital:**

Transaction Law, Mainz: Dr Jörg Windt

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### **Brief profile 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 ten 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 founding member of unyer ([www.unyer.com](http://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 awareness aspires 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 advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was named "Law Firm of the Year 2019" by the German legal publisher JUVE. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com)

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**Press Contact Luther Rechtsanwaltsgesellschaft mbH**

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