

12 August 2014

## Luther advises again on sale of a company to Performance Interactive Alliance with participation of Equistone

The shareholder of Dymatrix Consulting Group GmbH transferred their shares to Performance Interactive Alliance für digitales Marketing GmbH (PIA). In March 2014 PIA arose from a merger of four German market leaders in the field of online-marketing with participation of the private equity house Equistone Partners Europe. At that time Luther Rechtsanwaltsgesellschaft mbH advised one of the four companies, namely Performance Media GmbH, on its sale to PIA. This time the law firm acted for Dymatrix Consulting Group GmbH.

The shareholders of Dymatrix Consulting Group GmbH – Thomas Dold, Stefan Oertel, Stefan Weingärtner – will remain managing directors of Dymatrix Consulting Group GmbH after the sale. The merger with Performance Interactive Alliance (PIA) was once again effected with the participation of Equistone Partners Europe (EPE). EPE already announced in spring 2014 its intention to support the organic and acquisitive growth of the group.

### **About Dymatrix Consulting Group**

Dymatrix Consulting Group GmbH headquartered in Stuttgart is one of the reputable German providers for IT-supported solutions for analysing customer data and optimising marketing thereon. The company has about 70 employees at its locations in Stuttgart and Cologne.

## About PIA

Performance Interactive Alliance für digitales Marketing GmbH (PIA) is one of the leading groups for digital strategy, automation and services. The enterprise with its head office in Hamburg employs – before the merger with Dymatrix – about 340 people at six locations (Hamburg, Munich, Berlin, Dusseldorf, Karlsruhe, Belgrade). The consolidated external sales of the group amounted to € 140m in 2013.

## On behalf of Dymatrix

Luther Rechtsanwaltsgesellschaft, Stuttgart: Dr Thomas Kuhnle (Lead, Partner), Susanna Fuchsbrunner, LL.M. (Partner), Dr Manuela Köck, Sarah Dupont (all Mergers & Acquisitions), Carsten Senze, Dr Heiko Zimmer (both IP/IT), Dietmar Heise, Dr André Friedl (Employment)

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### Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs over 350 lawyers and tax advisors and is represented at 11 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai and Singapore. Our clients are 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 worldwide. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects. Luther is also the German member of Taxand, a global organisation of tax advisory firms.

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. Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com)

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