

9 September 2014

Luther supports SEO-agency AKM3 in the sale to Publicis

Hamburg/Berlin – On 9 September 2014 ZenithOptimedia which belongs to the Publicis Group acquired the Berlin-based AKM3, an agency specialising on search engine optimisation (SEO). Luther advised the seller in this transaction which is still subject to the approval of the Federal Cartel Office.

Following the takeover, AKM3 will be realigned together with the agency Performics which is already part of the ZenithOptimedia Group. AKM3's management team – i. e. Maik Metzen, Markus Koczy and Andre Alpar – will in future report to Frank-Peter Lortz, Chairman of ZenithOptimedia Deutschland. Andre Alpar will lead the two realigned agencies as CEO.

In this transaction Luther Rechtsanwaltsgesellschaft could provide its experience in mergers and takeovers in the digital-marketing and start-up business, as the law firm, amongst others, already twice this year advised on the sale of a company to Performance Interactive Alliance as well as on the sale of Metrigo GmbH to Zanox AG in 2013.

About AKM3

AKM3 is one of the leading online marketing agencies in Germany. Client services include search engine optimisation (SEO) and content marketing. With more than 120 employees working at the company's head office in Berlin, AKM3 serves clients all over the world such as Zalando, ProSiebenSat1 and Axel Springer. Andre Alpar, Maik Metzen and Markus Koczy founded the company in 2011.

About ZenithOptimedia

ZenithOptimedia Group is a leading global media services network with over 7,400 people working in 262 offices across 74 countries. It is part of Publicis Group which is the world's third largest communications group and the world's second largest media counsel and buying group. The ZenithOptimedia Group equips clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation.

On behalf of AKM3

Luther Rechtsanwaltsgesellschaft mbH, Hamburg: Dr Jörgen Tielmann, LL.M. (Lead, Partner), Dr Sven Labudda, Mareeke Buttjer (all Corporate and Mergers & Acquisitions), Sandra Sfinis, Friederike Specks (both Employment), Peter Schäffler (Tax, Partner)

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

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