

PRESS RELEASE

bpv Huegel advises on the merger of the traditional Austrian company HEROLD with dogado group

dogado group acquires all shares of the traditional Austrian company HEROLD.

12 January 2021. bpv Huegel has provided legal support for the merger of the traditional Austrian company HEROLD and dogado group based in Dortmund. Both HEROLD and dogado group are majority-owned by EDSA Group, a portfolio company of Triton Fund III. The closing is expected for February 2021.

The merger will create the provider with the most comprehensive range of webhosting, websites, domains, cloud solutions and online marketing services for SMEs in Austria.

bpv Huegel already advised dogado group in its entry into the Austrian market in 2020 with the acquisition of easyname.

The bpv Huegel team provided comprehensive legal support for the project and advised on the transaction structure.

Thomas Lettau, Co-Head Corporate/M&A, and Partner in charge: *"We are pleased about the successful cross-border transaction in the technology, media and telecommunications (TMT) sector, as one of our focus areas."*

In addition to Thomas Lettau (Partner, Corporate/M&A), the bpv Huegel team consisted of Nicolas Wolski (Tax/M&A), Tamara Tomic (Corporate/M&A), Stanislav Nekrasov (Corporate) and Paul Pfeifenberger (Employment).

SIWE Rechtsanwälte Sinzger & Partner, Passau, advised dogado group. The SIWE team was led by Martin Sinzger, Moritz Riebel and Bernd Tschöpe.

Allen & Overy, Frankfurt, Markus Kaepplinger, acted for the EDSA group.

About bpv Huegel

As one of Austria's leading law firms, bpv Huegel advises national and international clients in all sectors. It is regarded as the first address for highly complex mandates, the handling of which requires specialised tax and legal knowledge, many years of experience and economic understanding. With its Brussels office, bpv Huegel has a competence centre for general EU law, European merger and antitrust law as well as regulatory and public procurement law located directly at the European institutions. bpv Huegel is a member of the "bpv LEGAL" alliance with offices in Bratislava, Bucharest, Budapest and Prague which offers tailor-made solutions throughout CEE. In addition, the firm has long-standing cooperation agreements with leading international law firms worldwide. The full-service law firm was founded in 1979 and is represented in Austria by offices in Vienna, Moedling and Baden, where it employs around 100 staff, including around 50 lawyers.

Contact

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