

7 April 2021

Luther advises GoingPublic Media on the sale of its business unit “VentureCapital Magazin”

Munich – GoingPublic Media AG has sold its business unit “VentureCapital Magazin”. It was advised on the transaction by Luther Rechtsanwaltsgesellschaft.

The buyer is brutkasten GmbH, Munich, a subsidiary of Vienna-based Brutkasten Media GmbH. The parties have agreed not to disclose the purchase price.

Since May 2000, the “VentureCapital Magazin” platform has informed investors, entrepreneurs and intermediaries about transactions and provided background information in the areas of private equity, entrepreneurship and technologies. In 2020, the business unit achieved a turnover of around EUR 500k.

The buyer brutkasten GmbH is a fast-growing multimedia platform for start-ups. It will take over the “VentureCapital Magazin” team and, for the time being, will also use the Munich office and all essential services of GoingPublic Media. The buyer expects synergies from the combination with the start-up magazine “StartingUp” and the portal “gründerberater.de”, which have belonged to the brutkasten Group since 2019.

In 2020, the Brutkasten Media Group could report a 60-per-cent increase in turnover. Among the investors in the up-and-coming company is the Russmedia Group, an internationally operating media company based in Austria.

About GoingPublic Media AG

Founded in 1998, GoingPublic Media AG is one of the leading media companies when it comes to corporate finance and investment topics. As part of its cross-media platform approach, the Group publishes

around 40 magazine issues annually and operates three web platforms in conjunction with online newsletters, as well as social media presences. In addition, the media company organises around 15 events per year. GoingPublic Media AG (WKN 761210) is listed on the Quotation Board of the Frankfurt Stock Exchange (trade on Xetra) and in M:access, the mid-market segment of the Munich Stock Exchange.

On behalf of GoingPublic Media AG:

Luther, Corporate/M&A: Philipp Glock (Lead), Michael Ströbel, LL.M.
(Senior Associate)

Luther, Tax Law: Dr Frank Seidel (Counsel), Ramona Hubracht, LL.M.
(Senior Associate)

Brief profile of 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. 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 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 advisers 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

Press contacts at Luther Rechtsanwaltsgesellschaft mbH

Saskia Leininger

saskia.leininger@luther-lawfirm.com

T +49 221 9937 24679

Caroline Scheller

caroline.scheller@luther-lawfirm.com

T +49 40 18067 10251