

13 December 2017

Social Advertising: Luther advises on sale of esome to ProSiebenSat.1

Hamburg – ProSiebenSat.1 Media SE recently acquired a majority stake in esome advertising technologies GmbH, the leading social advertising provider in the German speaking region. On the seller side, a team of law firm Luther advised on the transaction.

The acquisition of esome is subject to approval by the relevant antitrust authorities. The company complements the portfolio of AdTech investments, which ProSiebenSat.1 bundles in the Advertising Platform Solutions. These include the German AdTech holding company Virtual Minds, the video advertising network SMARTSTREAM. TV, the content marketplace glomex and – subject to antitrust approval – the influencer marketing platform buzzbird.

About esome

esome, based in Hamburg, specializes in social advertising: The company supports its customers in optimizing advertising campaigns in social networks, for example on facebook. It is planned to use this service in the future also for advertising measures in the display, video and addressable TV segments. More than 200 national and international companies, including around half of the DAX companies, already rely on the expertise of esome.

www.esome.com

For the seller

Luther, Corporate Law: Dr. Jürgen Tielmann, LL.M. (Lead Partner), Dr Anne-Kathrin Drettmann, LL. M. (both Hamburg)

Luther, Antitrust: Dr Helmut Janssen, LL.M. (Partner, Brussels / Dusseldorf)

Luther, tax law: Jens Röhrbein (Partner), Dr Zacharias-Alexis Schneider, LL. B., LL. M. (both Hanover)

Luther, Labor Law: Sandra Sfinis (Hamburg)

Luther, Trademark Law: Dr Geert Johann Seelig (Partner, Hamburg)

Luther, IT law: Dr Kay Oelschlägel (Partner, Hamburg)

Brief Profile Luther

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs more than 350 lawyers and tax advisors and is represented at 10 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai, Singapore and Yangon. 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 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

Press contact

Luther Rechtsanwaltsgesellschaft mbH
Anna-Schneider-Steig 22
50678 Cologne | Germany
katja.hilbig@luther-lawfirm.com

Katja Hilbig
Press Officer
Phone +49 221 9937 25070
Mobile +49 1520 16 25070