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## Luther advises Europ Assistance on investment in online care platform

**Europ Assistance, a wholly-owned subsidiary of the Generali Group, acquires a stake in the start-up company Pflégix from Bochum. A team of Luther Lawfirm advised Europ Assistance.**

Pflégix operates a digital marketplace with a nationwide network of more than 11,000 helpers supporting senior citizens at home. The offered achievements reach from everyday household services to the qualified care. Families can compare their individual care needs with the offers on the basis of helper profiles. This enables the service to be tailored much better to personal requirements and budgets compared to traditional providers. The investment sum – the volume was not disclosed – is mainly used for marketing and product development.

The Europ Assistance Group, with 8,500 employees in 35 countries, is therefore expanding the portfolio of the new 'Senior Care' division. This move is another milestone for Europ Assistance in providing high quality care solutions following the acquisition of CareLinx in 2017, the leading digital marketplace for caregivers in the US with over 300,000 professional helpers.

**Europ Assistance was supported by:**

Luther, Corporate / M&A: Dr. Christian Rodorff (Partner, Munich, lead), Kamil Flak (Associate, Dusseldorf)

Luther, Tax: Peter Fabry (Partner, Munich) Christine Herdt (Senior Associate, Munich)

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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 more than 380 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](http://www.luther-lawfirm.com)

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