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POELLATH advises Maxburg Capital Partners on investment in Motel a Miio GmbH

Maxburg Beteiligungen III (“Maxburg”), an investment company advised by Maxburg Capital Partners, has invested in Motel a Miio GmbH (“Motel a Miio”), a leading D2C (Direct to Consumer) brand for unique, high-quality, handmade ceramic products. POELLATH comprehensively advised Maxburg on tax matters related to the investment. The transaction closed on April 16, 2021 and financial terms of the agreement were not disclosed.

Munich-based Motel a Miio GmbH, founded in 2017 by Anna von Hellberg and Laura Castien, is a manufacturer of hand-painted Portuguese ceramics. The product portfolio includes high-quality tableware, such as plates, cups, bowls and serving platters, as well as accessories such as vases, lamps and soap dishes. Motel a Miio operates its own online shop and currently has 15 retail stores in Germany, Austria and Switzerland. In addition, the company regularly hosts pop-up sale events in the DACH region and increasingly also internationally.

Maxburg is an investment company focused on German-speaking countries, which invests with a flexible mandate along the capital structure in both privately held and listed companies. The Maxburg investment companies have capital commitments totaling around EUR 600 million at their disposal.

A POELLATH team led by Munich partner **Gerald Herrmann** (lead partner, tax) provided comprehensive tax advice to Maxburg in the course of the transaction.

About us

POELLATH is a market-leading international business and tax law firm with more than 150 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly

specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

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