

Contact

Attorney-at-law Nadine Ackermann
An der Welle 3, 60322 Frankfurt aM
T +49 (69) 247047-74
nadine.ackermann@pplaw.com

5 July 2021

POELLATH advises HPE Growth on Series C funding round for uberall GmbH

uberall GmbH (“uberall”), a company specializing in online marketing, has closed a Series C funding round in the amount of USD 115 million. The investors include Bregal Milestone and Level Equity, as well as the existing shareholder United Internet. The additional capital will primarily be used to drive the company’s growth in the U.S. and Canada.

At the same time as the Series C funding round, uberall signed an agreement to acquire [MomentFeed](#), the North American search optimization specialist. The aim is to build a common platform through which customers can manage all online marketing activities.

Founded in 2013 and based in Berlin, [uberall GmbH](#) is one of the world’s leading providers of location-based marketing and analysis. Stored company addresses and opening hours are checked and published on Internet platforms such as search engines or map services. The company employs around 300 people in six countries. uberall customers include more than 600 large global companies in Europe, North America and Asia.

POELLATH provided comprehensive legal advice to HPE Growth with the following Munich team:

- Dr. Frank Thiäner (partner, M&A/private equity).
- Dr. Tim Junginger (counsel, M&A/private equity)

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.

We offer comprehensive service in the following areas: Mergers & Acquisitions | Private Equity | Venture Capital | Private Funds | Real Estate | Corporate and Capital Markets | Finance | Tax | Private Clients | Foundations and Non-Profit Organizations | IP/IT, Distribution and Antitrust Law | Litigation and Arbitration.