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13 August 2021

POELLATH advises Felix and Max Gärtner, founders of Vicampo.de GmbH, on their reinvestment in VIVA eCOM GROUP

The Swedish family-owned company [Viva Wine Group](#) acquires the German online wine retailer [Vicampo.de GmbH](#) ("Vicampo"), in which the media company Burda, among others, previously held shares. In the course of the transaction, Vicampo will become part of the [VIVA eCOM GROUP](#), which has included Wine in Black and the Vinexus Group since 2020. Christian Fricke, managing director of VIVA eCOM GROUP, will form the management of both companies together with Max and Felix Gärtner, the founders and managing directors of Vicampo.de GmbH. POELLATH advised the managing directors of Vicampo within the context of their reinvestment in VIVA eCOM GROUP.

Mainz-based Vicampo.de GmbH is an online marketplace where more than 2,500 of the best German and international wine producers offer their products. The company employs around 200 people and also operates its own sales platform, which sold high volumes of approx. 800 to 1,000 wines.

The Swedish Viva Wine Group was founded over 20 years ago and has since become the largest importer of wine and spirits in Scandinavia. The company has a market share of around 25 percent in Sweden and an international presence in Finland, Norway, Great Britain and China. A team of more than 100 employees handles sales of more than 100 million bottles per year and generates a turnover of more than EUR 300 million.

POELLATH provided comprehensive legal advice to Felix and Max Gärtner, founders and managing directors of Vicampo, within the context of their reinvestment with the following Munich team:

- [Dr. Benedikt Hohaus](#) (partner, lead, management participation/private equity)
- [Johanna Scherk](#) (associate, management participation/private equity)

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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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