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POELLATH advises PINOVA Capital on the acquisition of Sematell GmbH

Funds advised by [PINOVA Capital GmbH](#) ("PINOVA") have acquired a majority stake in [Sematell GmbH](#) ("Sematell"), the leading specialist in AI-based response management software for written customer service in the DACH region. The seller was the Düsseldorf-based investment firm [IMCap](#). Sematell's current CEO, Thomas Dreikauss, will continue to lead the company. The parties have agreed not to disclose the sales price and other terms of the transaction. POELLATH provided legal advice to the independent German investment firm in connection with the transaction.

Headquartered in Saarbrücken, Sematell GmbH is a specialized provider of intelligent contact center software. ReplyOne, the highly scalable Sematell solution for multi or omnichannel response management, analyzes precise inquiries from all written communication channels in over 70 languages and always delivers the proper, individualized response. The company employs around 70 highly specialized professionals in the fields of artificial intelligence, software and hardware technology, as well as advisory services and implementation. With more than 120 installations, Sematell supports the customer communications of well-known companies of all sizes from various industries in the DACH region.

PINOVA Capital was founded in 2007 and is an independent, owner-managed German investment firm that invests in fast-growing, medium-sized companies in the industrial technology and information technology sectors in German-speaking countries. The company currently manages two institutional funds with a total of EUR 300 million.

POELLATH and the following team provided comprehensive legal advice to PINOVA in connection with the acquisition:

- [Jens Hörmann](#) (partner, lead, M&A/private equity, Munich).
- [Alexander Pfefferler](#) (senior associate, M&A/private equity, Munich)
- [Christine Funk](#) (senior associate, M&A/private equity, Frankfurt)
- [Moritz Löffler](#) (associate, M&A/private equity, Munich)
- [Jonas Rohde](#) (associate, M&A/private equity, Munich)

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.