

17 January 2023

## POELLATH advises Jebsen Capital on investment in woom

**Jebsen Capital acquires a 15% stake in the children's and youth bicycle manufacturer woom in a financing round. In addition, the existing core investor, Bregal Unternehmerkapital, expands its investment. In total, woom has raised a double-digit million amount as part of the financing round and intends to use it primarily to drive its international expansion plans. The transaction is still subject to the usual regulatory approvals.**

Founded in 2013 in a garage in Vienna, woom has since grown into an international company that is represented in 30 countries: in addition to Austria, Germany and Switzerland, among others, also in the Scandinavian countries, Spain, France and Italy, as well as in the USA and in Asia. Over the past ten years, woom has established itself as a premium lifestyle brand, with an average annual growth rate of around 50 percent. In 2021, the children's bike manufacturer had 86 million in sales.

Jebsen Capital, with offices in Hong Kong, Shanghai and Berlin, is the investment arm of the well-established Jebsen Group. Its investment strategy focuses on investing in industry-leading companies that offer innovative products, services and experiences. Jebsen Capital invests its own capital and thus acts as a long-term partner for entrepreneurs without being bound to the typical cycles of investment funds. Partnering with Jebsen Capital allows portfolio companies to benefit from more than a century of experience building brands in Greater China.

Bregal Unternehmerkapital ("BU") is a leading family investor with offices in Munich and Milan. BU's funds invest in medium-sized companies headquartered in Germany, Austria, Switzerland and Northern Italy. Since its inception in 2015, BU's managed funds have invested over EUR 2.6 billion in more than 90 companies.

POELLATH provided comprehensive legal advice to Jebsen Capital with the following team:

- Dr. Sebastian Gerlinger (partner, lead, M&A/VC).
- Christian Toenies (partner, M&A/VC)
- Christine Funk (counsel, IP/IT, Frankfurt)
- Markus Döllner (senior associate, M&A/VC)
- Max Petzelberger (associate, M&A/VC)

## About us

POELLATH is a market-leading international business and tax law firm with more than 170 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.