

27 April 2023

POELLATH advises EQT Growth on the acquisition of GotPhoto

EQT Growth (“EQT”) acquires GotPhoto (Fotografen Online Service GmbH).

GotPhoto was founded in 2012 by Markus Posselt and Marco Beinbrech with the goal of bringing traditional photo folders in kindergartens and schools into the digital age. With more than 100 employees, the Berlin-based startup, managed by the founders and since 2017 also by Benedikt Greifenhofner, continues to grow in Germany and is also expanding into international markets such as the UK and the USA.

EQT Growth is investing its inaugural fund (EUR 2.4 billion) in Europe and Israel, with tickets typically between EUR 50 and 200 million across Software, FinTech, HealthTech, Consumer and ClimateTech. With a team of 16 professionals in five European countries and the support of EQT Group’s global network, EQT Growth’s local presence ensures direct access to many of the continent’s most established tech hubs.

POELLATH provided comprehensive legal and tax advice to EQT Growth on the management participation with the following Munich team:

- [Dr. Barbara Koch-Schulte](#) (partner, M&A/private equity, management participation, tax)
- [Dr. Michael de Toma](#) (associate, M&A, private equity, management participation)
- [Ida Süß](#) (associate, M&A, private equity, management participation)

About us

POELLATH is a market-leading international business and tax law firm with more than 180 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.