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## POELLATH advises the management of Sport Alliance GmbH on investment by PSG Equity

Sport Alliance GmbH (“Sport Alliance”), a leading Hamburg-based software company in the fitness sector, has secured an additional investment of USD 100 million from US growth equity firm PSG Equity (“PSG”). Since PSG’s initial investment of USD 65 million in 2021, Sport Alliance has more than doubled its revenue through a combination of organic growth and four additional acquisitions, growing the team to 350 employees. POELLATH provided comprehensive legal advice to Sport Alliance’s management on the management participation transaction.

Hamburg-based Sport Alliance specializes in software solutions for efficient studio management and financial services in the fitness industry. The corporate group has over 8,000 customers, including FitX, Fitness First, McFIT (RSG Group), clever fit and Bodystreet. With “Magi-cline”, Sport Alliance provides the leading management ERP solution for the fitness sector in Europe, supporting gym operators in optimizing and digitalizing their facilities. In addition to Magi-cline, the company’s portfolio also includes Finion – Finion Capital and Finion FairPay – a financial services provider supporting gym operators in managing membership fees to debt collection.

PSG is a leading private equity firm partnering with software and technology-based services companies to accelerate their international growth. Since its founding in 2014, PSG has raised more than USD 14 billion in capital and has a team of more than 150 investment professionals.

POELLATH provided comprehensive legal advice to the management of Sport Alliance on the management participation transaction with the following Munich team:

- Dr. Benedikt Hohaus (partner, management participations, M&A/private equity)
- Lisa Berzl (associate, management participations, M&A/private equity)
- Jan Lukas Jungclaus (associate, management participations, 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.