

13 March 2024

POELLATH advises Liberta Partners on the acquisition of a majority stake in Negotiation Advisory Group

Liberta Partners is acquiring 50.1% of the shares in Negotiation Advisory Group (“NAG”). The management and employees will retain a significant stake.

NAG was founded in 2018 and has since established itself as Europe’s leading negotiation advisory. Since its foundation, the company has successfully supported more than 2,900 negotiations with an annual volume of more than EUR 25 billion and has grown to over 50 international experts in a very short time.

Founded in 2016, Liberta Partners is a multi-family holding company based in Munich. The company makes targeted investments in companies in German-speaking countries, particularly in succession situations and corporate spin-offs. These companies are actively developed as part of the “100% Core & Care” concept and benefit from Liberta Partners’ entrepreneurial expertise. The Liberta Partners team consists of 20 employees working in the areas of M&A, corporate development and legal & administration, supported by an active industry advisory board.

POELLATH advised Liberta Partners on all legal and tax aspects of the transaction with the following team:

- Dr. Tim Junginger (partner, lead, M&A, PE, Munich)
- Dr. Barbara Koch-Schulte (partner, tax, MPP, Munich)
- Gerald Herrmann (partner, tax, Munich)
- Dr. Andreas Reuther (associated partner, employment law, Munich)
- Christine Funk (counsel, IP/IT, Frankfurt)
- Till Schwichtenberg (senior associate, M&A, PE, Munich)
- Ida Süß (associate, MPP, Munich)
- Jannis Lührs (associate, tax, Munich)
- Marvin May (associate, employment law, Munich)
- Torben Busch (associate, M&A, PE, 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.