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POELLATH advises ZEISS on the transfer of ZEISS Hunting & Nature to palero

Zeiss and palero have signed an agreement on the transfer of the ZEISS Hunting & Nature business, encompassing premium optics and digital solutions for hunting, nature observation, and birding. The transaction is structured as global share and asset deal, with ZEISS bringing in technology and continuing as a brand licensing partner. “This is about combining strengths – market-leading products and strong brand heritage with the entrepreneurial freedom of an independent setup” says Stefan Hämmerle, CEO of Hunting & Nature. In the new, independent structure, ZEISS Hunting & Nature will continue to be a strong player in North America, Europe and Asia. The transaction is expected to close in the second half of 2026.

ZEISS is a leading global technology company in the optical and optoelectronic industry. In its four segments - Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology, and Consumer Markets - the ZEISS Group most recently generated annual revenue of nearly 12 billion euros (FY 2024/25).

palero is a German investment fund based in Munich with over 15 years of experience that focuses on carve-outs in the SME segment.

POELLATH provided comprehensive legal and tax advice to ZEISS with the following team:

- [Dr. Michael Inhester](#) (Partner, lead, M&A/ Private Equity).
- [Andreas Kühnert, LL.M.](#) (Associated Partner, co-lead, M&A/ Private Equity)
- [Gerald Herrmann](#) (Associated Partner, Tax)
- [Dr. Andreas Reuther](#) (Associated Partner, Labor Law)
- [Matthias Oberbauer](#) (Counsel, M&A/ Private Equity)
- [Dr. Leonid Guggenberger](#) (Senior Associate, M&A/ Private Equity)

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market. National and international [rankings](#) regularly list us among the top law firms in our core [areas of expertise](#).

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