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## POELLATH advises PIA GmbH on the sale of PIA Media to HIGH VIEW

PIA GmbH (“PIA”), a portfolio company of funds advised by [Equistone Partners Europe](#) (“Equistone”), has sold its PIA Media subsidiaries (“PIA Media”) to the [HIGH VIEW Group](#). The HIGH VIEW Group has indirectly acquired a majority stake, while the existing management of PIA Media has also reinvested in the company.

PIA Media is one of the leading independent digital media service providers in the DACH region, offering integrated, data- and technology-driven marketing solutions across the entire customer journey. The company employs around 350 people at five locations and serves more than 200 clients from a wide range of industries.

HIGH VIEW, headquartered in Landshut (near Munich), is a media company focusing on the development and commercialization of content and platform offerings, particularly in the fields of television and digital media in the German-speaking region.

With the sale of its last operating units, the PIA Group has successfully completed its divestment process.

POELLATH provided legal and tax advice to the seller in connection with the sale with the following team:

- [Dr Tim Kaufhold](#) (partner, lead, M&A/PE, Munich)
- [Nemanja Burđić](#) (counsel, lead, M&A/PE, Munich)
- [Dr Nico Fischer](#) (partner, tax, Munich)
- [Dr Verena Stenzel](#) (associated partner, M&A/PE, Munich)
- [Dr. Sebastian Rosentritt](#) (associated partner, M&A/PE, Munich)
- [Daniel Wiedmann](#) (associated partner, antitrust law, Frankfurt aM)
- [Daniel Hoppen](#) (senior associate, antitrust law, Frankfurt aM)
- [Michael Schwarz](#) (senior associate, M&A/PE, Munich)
- [Benedikt Sinz](#) (associate, M&A/PE, Munich)

### About POELLATH

POELLATH is a leading German law firm with an international reach, specializing in business and tax law. With over 180 [legal and tax professionals](#) in Berlin, Munich and Frankfurt, we stand for excellent legal and tax advice with a focus on mergers and acquisitions, private equity, venture capital, investment funds, real estate transactions, corporate and capital market law, tax law, as well as succession, assets and foundations. Our specialized practice groups don't just know the law – together with our clients, we actively shape best practices in the market. National and international [rankings](#) regularly list us among the top law firms in our [core areas of expertise](#).

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