POELLATH

PRESS

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POELLATH advises VSS Holding on the sale of Vision System Store to Matt Optik Akustik

VSS Holding GmbH ("VSS Holding"), the previous owner of Vision System Store GmbH ("Vision System Store"), has sold the company to Matt Optik Akustik, a family-owned optical and hearing care company. As part of the transaction, Maximilian Matt, Managing Director of Matt Optik Akustik, will take over the management of Vision System Store from its founder and previous owner Christoph Reinhard. Reinhard will continue to support Vision System Store during the transition.

Vision System Store is a network of quality-focused optical stores operating under a common organizational structure. VSS currently comprises 16 locations, primarily in Bavaria and Baden-Württemberg. Following the transaction, the existing VSS locations will continue to operate as independent businesses, with their existing teams remaining in place.

Matt Optik Akustik is a third-generation family business with a history spanning more than 70 years. With the acquisition, the company will expand its network to 93 locations and further strengthens its presence in southern Germany. The transaction forms part of Matt Optik Akustik's long-term growth strategy.

POELLATH advised VSS Holding on German tax aspects of the transaction with the following Munich-based team:

- Gerald Herrmann (associated partner, tax)
- Jannis Lührs (senior associate, tax)

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, Frankfurt and Munich, we provide high-end advice on transactions and asset management – seamlessly combining legal and tax expertise. 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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