



YPOG advises reverse.supply on acquisition by US recommerce platform Trove

Berlin, April 17, 2025 - YPOG has advised Berlin-based recommerce tech company reverse.supply on its acquisition by Trove, the US market leader in branded resale and trade-in solutions. With this transaction, Trove strengthens its position in Europe and establishes its new European headquarters in Berlin.

Founded in 2020, reverse.supply has quickly become a key player in the European circular economy landscape. The company enables fashion and lifestyle brands to launch, scale, and operate customized take-back and resale programs — with partners including Decathlon, ARMEDANGELS, SportScheck, Globetrotter, and 10DAYS. reverse.supply combines technological expertise with deep market knowledge and a strong commitment to sustainable commerce.

The acquisition forms part of Trove's global growth strategy, following the acquisition of US-based Recurate in 2024. Together, Trove and reverse.supply now offer the most comprehensive recommerce infrastructure across North America, Europe, and the UK — supporting omnichannel trade-in, peer-to-peer and marketplace resale, returns and repair services in more than 30 countries.

The deal comes at a pivotal moment: as EU regulations on producer responsibility and the right to repair evolve, brands are under growing pressure to implement circular models. By joining forces, Trove and reverse.supply are ideally positioned to offer scalable, tech-driven solutions tailored to the European market. The founders of reverse.supply, Janis Künkler and Max Große Lutermann, will continue to lead the business from Berlin.

Team

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About reverse.supply

reverse.supply is a Berlin-based recommerce technology company that empowers fashion and lifestyle brands to implement and scale circular business models. Founded in 2020 by Janis Künkler, Max Große Lutermann, and Konrad Hosemann, the company offers a white-label platform enabling brands to launch their own secondhand programs directly within their existing digital storefronts.

Further information: www.reverse.supply

About YPOG

YPOG stands for You + Partners of Gamechangers – forward-thinking legal and tax advice.

Supporting companies that are focused on emerging technologies, YPOG embraces change as an opportunity to develop cutting-edge solutions. The YPOG team offers comprehensive expertise in the areas of Funds, Tax, Transactions, Corporate, Banking, Regulatory + Finance, IP/IT/Data Protection, Litigation, and Corporate Crime + Compliance + Investigations. YPOG is one of the leading law firms in Germany for venture capital, private equity, fund structuring, and the implementation of distributed ledger technology (DLT) in financial services. Both the firm and its partners are regularly recognized by renowned national and international



publications such as JUVE, Best Lawyers, Chambers and Partners, Leaders League, and Legal 500. YPOG is home to more than 150 experienced attorneys, tax advisors and tax specialists as well as a notary, working across offices in Berlin, Hamburg, Cologne, and Munich.

Further information: www.ypog.law/en/ and www.linkedin.com/company/ypog

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