



YPOG advises Coefficient Capital and Five Seasons Ventures on Series C round of KoRo

Berlin, November 21, 2024 – YPOG has provided comprehensive legal and tax advice to Coefficient Capital from New York and Paris-based consumer fund Five Seasons Ventures on the latest financing round of food manufacturer KoRo. The better-for-you snacking brand, has secured €35 million in an oversubscribed Series C funding round, marking a significant milestone for the company. Coefficient Capital, a prominent consumer-focused investor, led the round, with strong participation from existing investors Five Seasons Ventures, HV Capital, Partech, Haub Legacy Ventures, and Seven Ventures, among others.

Recognized as the #1 strongest startup brand in Germany by advertising group Jung von Matt and market researcher Appinio, KoRo has emerged as a Love Brand across Europe, amassing over 2 million customers and boasting a presence in more than 13,000 points of sale across major European chains like Edeka, Rewe, and Albert Heijn.

The new funding will boost KoRo's omnichannel presence and drive its expansion across Europe, particularly in France, Italy, and the Benelux countries. With its tech-enabled omnichannel model, KoRo aims to establish itself as the number one Love Brand in every German household, while continuing to expand internationally.

The YPOG team has advised Coefficient Capital and Five Seasons Ventures on various occasions in the past.

Team

[Dr. Benjamin Ullrich](#) (Co-Lead, Transactions/Corporate), Partner, Berlin
[Tobias Lovett](#) (Co-Lead, Corporate/Transactions), Senior Associate, Berlin
[Stefan Richter](#) (Tax), Partner, Hamburg
[Farina Weber](#) (Transactions/Corporate), Associate, Berlin
[Amelie Inselmann](#) (Tax), Associate, Hamburg

About Coefficient Capital

Coefficient Capital invests in transformational consumer shifts. Launched in 2019, Coefficient Capital partners with high-growth, digitally-powered consumer brands. With experience backing the biggest names across consumer and technology companies, the team provides its portfolio with unique insights to support growth in both online and offline worlds. For more information, visit coefficientcap.com

About Five Seasons Ventures

Five Seasons Ventures is a European Venture Capital firm based in Paris. In the form of Series A and Series B financing rounds, Five Seasons Ventures usually invests between two and ten million euros. With 21 investments to date and three of the biggest exits in the European Consumer Space (Butternut Box, Yfood, and Just Spices) they are amongst Europe's most active Consumer VCs. Five Seasons Ventures' portfolio includes companies such as air up, DASH water, and KoRo. Further information at fiveseasons.vc

About KoRo

KoRo is redefining food industry norms by offering a wide range of high-quality and innovative products. The product range extends from natural foods, such as nut butters and dried fruit, to clean label snacks and functional foods. An ongoing commitment to transparency and product innovation drives the company to explore new food frontiers, with a singular goal of offering products to the conscious eater that are convenient, enjoyable, and, as always, better and different.



KoRo was founded in Germany in 2014, and built up by Constantinos Calios and Piran Asci. Florian Schwenkert (CEO) and Dr Daniel Kundt (CFO) joined the management team in 2020 and 2022, respectively. The company employs more than 300 people and has its head office in Berlin. A customer base of over two million people shop for KoRo products online, as well as in over 13,000 POS at major retail chains across Europe. For further information, visit www.koro.com

About YPOG

YPOG is a law firm specialized in tax and business law, active in the core fields of Funds, Tax, Banking + Finance, and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations, as well as private equity, and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity, and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus, Chambers and Partners as well as Leaders League. Today, YPOG has more than 150 experienced attorneys, tax advisors and tax specialists and a notary, in four offices, located in Berlin, Hamburg, Cologne, and Munich.

Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog

Contact

Hanna Brand
YPOG Partnerschaft von Rechtsanwälten und Steuerberatern mbB Schnittker + Partner
Head of Corporate Communications
T [+49 40 6077281 83](tel:+4940607728183) | E presse@ypog.law
ypog.law

Benno Engelmann
T [+49 172 2749 689](tel:+491722749689) | E presse@ypog.law
Engelmann Advisory
engelmann-advisory.com