



Press Release

## **YPOG advises Keleya on merger with Kinderheldin**

Berlin, May 8, 2024 – YPOG has advised Keleya Digital-Health Solutions GmbH on its merger with Kinderheldin GmbH. The Berlin-based start-up Keleya supports women during pregnancy with information via an app and a website, while Kinderheldin offers individual consultations with a midwife via video chat. Both companies also offer live courses.

The goal of the merger with Kinderheldin is a faster path to profitability. The CEO of Keleya, Julia Neumann, aims to be profitable by 2025 with the merged company and her new partner Philipp Dräger, CEO of Kinderheldin. The profit zone is expected to be achieved through joint product development, shared services, and cost savings. Keleya's customers have long expressed the desire to speak with a midwife alone, while Kinderheldin has been continually expanding its range of courses, which are similar to those of Keleya. Therefore, it is planned to integrate the midwife consultation hours of Kinderheldin into Keleya's web offering and app. This is expected to increase the chance of an exit for both companies. Investors in both companies include Wüstenrot and Württembergische; in addition, venture capital companies Calm/Storm and Heartbeatlabs are among others involved.

A significant asset of both companies is the cooperation with health insurance companies. After the merger, 65 insurance companies will offer Keleya and Kinderheldin services to their members. All employees of Kinderheldin and Keleya, including 22 midwives, will be retained.

YPOG has already advised Keleya in previous financing rounds.

### **Team**

[Dr. Adrian Haase](#) (Co-Lead, Corporate), Partner, Hamburg

[Dr. Emma Peters](#) (Co-Lead, Corporate), Associated Partner, Berlin

[Dr. Alexandra Steifensand](#) (Corporate), Associate, Berlin

### **About Keleya**

Keleya supports women during pregnancy and the first year after the birth of the baby under the motto "Becoming a mother, remaining a woman". The Keleya team works with various experts, midwives, and gynecologists who individually accompany the customers with their collective knowledge. From them, customers receive information on the development of their bodies and their babies, tips against various pregnancy symptoms, and general advice.

For more information, visit <https://keleya.de>



## **About YPOG**

YPOG is a specialist law firm for tax and commercial law that operates in the core areas of Funds, Tax, Banking + Finance, and Transactions. YPOG's team advises a wide variety of clients, including emerging technology companies, family-run medium-sized businesses, corporations, and private equity/venture capital funds. YPOG is one of the leading addresses for venture capital, private equity, and fund structuring in Germany. The firm and its partners are nationally and internationally led by JUVE, Best Lawyers, Legal 500, Focus, Chambers and Partners, and Leaders League. More than 120 experienced lawyers, tax consultants, tax specialists, and a notary are currently working in three offices in Berlin, Hamburg, and Cologne.

For more information: <http://www.ypog.law> and [www.linkedin.com/company/ypog](http://www.linkedin.com/company/ypog).

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