



Press Release

LivePerson acquires e-bot7

Berlin, July 30, 2021 – YPOG advised the shareholders of Munich-based conversational AI specialist e-bot7 on the sale of all shares to LivePerson. With more than 18,000 customers, LivePerson is considered the global market leader in the field of AI-based customer communication. Headquartered in New York, it is one of the world's most innovative companies according to the renowned business magazine Fast Company and is also listed on the US stock exchange Nasdaq. The Munich-based startup e-bot7 has developed a platform solution that allows companies to improve the efficiency of customer service operations by integrating artificial intelligence throughout various channels. AI supports employees and automates answers and processes. According to e-bot7, this enables significant cost reductions and increases in turnover. Both companies now see the merger as an opportunity to increase their activities in the key European markets of Germany, France, the UK and the Benelux countries and to further advance Conversational AI as part of their shared vision in Europe. Despite the merge, e-bot7 will continue to operationally work under its own name as part of LivePerson. The founding team consisting of Fabian Beringer, Xaver Lehmann and Maximilian Gerer will also remain with the company. e-bot7's shareholder received comprehensive legal and tax advice on the transaction from a team led by Tim Schlösser.

Advisors e-bot7:

Dr. Tim Schlösser (Lead/Transactions/M&A), Partner
Dr. Jörn Wöbke (Transactions/M&A), Partner
Dr. Malte Bergmann (Tax), Partner
Andreas Kortendick (Tax), Partner
Dr. Karen Frehmel-Kück (Transactions/M&A), Senior Associate
Ann-Kristin Lochmann (Tax), Senior Associate
Barbara Hasse (Transactions/M&A), Associate
Jonas Huth (Transactions/M&A), Associate
Bilal Tirsi (Transactions/M&A), Associate
David Wittek (Tax), Associate

LivePerson received legal advice from Greenberg Traurig (Lead: Dr Henrik Armah).

About YPOG

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IT/IP and notarial services. 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 has become one of the leading players 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 and Chambers and Partners. Today, YPOG has more than 70 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: www.ypog.law and www.linkedin.com/company/ypog.

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