



Press release

YPOG advises Katjes Greenfood on the acquisition of a majority stake in mymuesli

Cologne, Juli 12, 2024 – YPOG advised Katjesgreenfood GmbH & Co. KG ("Katjes Greenfood") on the acquisition of a stake in mymuesli AG ("mymuesli") in the course of a capital increase and an acquisition of shares from existing investors from previously 10.1% to approximately 56%. The transaction is currently still subject to antitrust approval and the final approval of the banks involved.

Founded in 2007, mymuesli is the world's first provider of individualized organic muesli and, as the market leader in online retail, is one of Germany's best-known muesli brands. Following the acquisition of the British manufacturer of gluten-free baked goods Genius, this is Katjes Greenfood's second majority shareholding.

With the planned investment in Germany's largest organic muesli provider, Katjes Greenfood is strengthening its position in the market for future food concepts.

A YPOG team led by Johannes Janning has already advised Katjes Greenfoods on several legal matters, including the acquisition of a stake in mymuesli in May 2023.

Team:

Dr. Johannes Janning (Lead, Transactions), Partner, Cologne
Benedikt Kreuder (Finance, Transactions), Senior Associate, Berlin
Laura Franke (Transactions), Senior Project Lawyer, Cologne
Matthias Kresser (Finance), Partner, Berlin/Hamburg
Boris Schinzel (Transactions), Associate, Berlin
Thomas Tüllmann (Regulatory), Associated Partner, Hamburg
Dr. Florian Oppel (Tax), Partner, Cologne
Yusuf Karaman (Tax), Associate, Cologne
Ferdinand Bordes (Litigation, Corporate), Associate, Cologne

About Katjes Greenfod

Katjesgreenfood GmbH & Co. KG, based in Düsseldorf, together with its two sister companies Katjes Fassin GmbH & Co. KG and Katjes International GmbH & Co. KG form the Katjes Group. As a legally independent investment company, it invests in growth companies in the food industry that are redefining the future of nutrition with innovative and sustainable products. In addition to financial investments, a profound network and in-depth expertise in food retailing are the central pillars on the basis of which the portfolio companies are developed into market leaders and the iconic brands of tomorrow.

Further information can be found at www.katjesgreenfood.de/en/

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 120 experienced lawyers and tax specialists and a notary, in three offices, located in Berlin, Hamburg, and Cologne.

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

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