



Press release

## **YPOG advises OrderYOYO on the acquisition of Gustoco**

Berlin/Hamburg, Dezember 19, 2023 – YPOG provided comprehensive German law legal advice to the Danish company OrderYOYO on the acquisition of the German online ordering company Gustoco. The cross-border transaction was advised on together with the Danish law firm Accura.

Founded in Bielefeld in 2015, Gustoco is a leading provider of online ordering in Germany with more than 250 takeaway restaurants.

OrderYOYO was founded in 2014 in Copenhagen, Denmark, and has developed into a European market leader in online ordering, payment and marketing software solutions for the food service industry.

The acquisition is evidence of OrderYOYO's international acquisition strategy of acquiring strong local market players that contribute to continued growth and increased shareholder value.

This transaction is testimony to YPOG's strong footprint in the area of tech M&A, especially in cross-border transactions.

### Team:

Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin  
Dr. Stefan Witte (Co-Lead, Transactions), Associated Partner, Hamburg  
Johannes Schmidt (Transactions), Associate, Hamburg  
Lukas Schmitt (Tax), Senior Associate, Hamburg  
Matthias Treude (IP/IT/Data Protection), Associate, Hamburg  
Dr. Florian Wittner (IP/IT/Data Protection), Associate, Hamburg

### **About OrderYOYO**

OrderYOYO is a leading European provider of online ordering, payment and marketing software solutions. OrderYOYO's solution is offered as Software-as-a-Service (SaaS) and enables small independent takeaway restaurants to provide their own online presence directly to consumers. OrderYOYO helps takeaway restaurants promote their own branding through their customized software solution.

### **About YPOG**

YPOG is a law firm specialized on tax and business law which is 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 125 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. Further information: <http://www.ypog.law> and [www.linkedin.com/company/ypog](http://www.linkedin.com/company/ypog).



**Contact:**

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