



Press release

## **YPOG advises Pepper.com on merger with Global Savings Group**

**Berlin, December 7, 2022** - A YPOG-Team led by Dr. Frederik Gärtner provided comprehensive legal and tax advice to Pepper.com (Pepper) on the business combination with Global Savings Group (GSG). The merger of Europe's leading shopping recommendation and rewards company GSG with the world's largest shopping community Pepper marks the biggest transaction in the industry in 2022 and creates a European Champion with a global footprint.

Together, GSG and Pepper will form a multinational tech company empowering shoppers in more than 20 markets to make more confident shopping decisions. GSG and Pepper will jointly operate the world's largest shopping community, recommendation and rewards platform connecting brands and retailers with consumers across more than 2bn purchase journeys annually.

The complex transaction was carried out as a business combination, including asset and share deals involving various jurisdictions. YPOG as lead counsel coordinated several local counsel in the relevant jurisdictions.

GSG and Pepper both are market leaders in their fields of shopping rewards, deals and shopping advice and expanded their solutions and services through strategic acquisitions and sustainable growth. After the 2018 takeover of the UK loyalty specialist Pouch, GSG acquired the leading French and German cashback brands iGraal and Shoop in 2020 and 2021. Pepper has always shared GSG's ambition to consolidate the fast-growing market in the sector and has since 2014 expanded into 12 markets. Today, Pepper operates market-leading social commerce platforms such as Dealabs, hotukdeals and mydealz. Together, GSG and Pepper will continue to develop shopping solutions and services to constantly drive future growth in current and new markets and verticals.



## **Advisors Pepper**

### **YPOG:**

Dr. Frederik Gärtner (Lead, M&A/Corporate, Berlin), Partner

Stefan Richter (Tax, Hamburg), Partner

Ann-Kristin Lochmann (Tax, Hamburg), Associated Partner

Dr. Benedikt Flöter (IP/IT, Berlin), Associated Partner

Matthias Kresser (Finance, Hamburg), Associated Partner

Dr. Ferdinand Cadmus (M&A/Corporate, Hamburg), Senior Associate

Alexander Sekunde (M&A/Corporate, Berlin), Associate

Roman Schäle (M&A/Corporate, Berlin), Associate

Melisa Keme (M&A/Corporate, Berlin), Associate

Anna Eickmeier (IP/IT, Berlin), Senior Associate

Lukas Schmitt (Tax, Hamburg), Associate

**ROCAN** (Düsseldorf): Dr. Timo Angerbauer (Antitrust Law)

**PWWL** (Berlin): Eckbert Müller, Teresa Gabele (both Labour Law)

**Vigie Schmidt & Associates** (Paris): Louis Chenard (M&A)

**Flichy** (Paris): Charlotte Michaud (Labour Law)

**Fladgate** (London): Howard Watt (M&A)

**Lawson Lundell** (Vancouver): Leonard Glass, Rosa Magistrale (M&A/Corporate)



### **About Pepper**

Pepper.com is the world's largest shopping community. From its headquarter in Berlin and offices in Guadalajara, London, Lyon and Winnipeg, the Pepper Media Holding operates market-leading social commerce platforms such as Dealabs, hotukdeals and mydealz which are used by 25 million consumers per month and influences 12,000 purchase decisions per minute. The company was founded in 2014 by Fabian Spielberger and Paul Nikkel.

### **About GSG**

GSG is Europe's largest shopping rewards company with an international footprint across more than 20 markets. The company's goal is to empower consumers to get more out of life by providing them access to best savings, cashback, deals, product inspiration, reviews and other digital shopping services. Founded in 2012 and headquartered in Munich, GSG employs more than 700 employees in 12 offices across the globe.

### **About us**

YPOG is a law firm specialized on tax and business law which is active in the core fields of Tax, Funds 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 and Chambers and Partners. Today, YPOG has more than 100 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne.

### **Contact:**

Johannes Erdinger | Head of BDMC

T +49 221 669569 243 | E [johannes.erdinger@ypog.law](mailto:johannes.erdinger@ypog.law)

YPOG Partnerschaft von Rechtsanwälten und Steuerberatern mbB Schnittker + Partner  
Kurfürstendamm 12, 10719 Berlin, Germany