



Press release

## **YPOG advises Positive Group on the acquisition of MAILINGWORK**

Hamburg, February 14, 2024 – A YPOG team led by Dr. Stefan Witte and Dr. Benjamin Ullrich advised the French Positive Group on the acquisition of MAILINGWORK. The company joins forces with the German company rapidmail, a provider of newsletter marketing software, under the umbrella of the Positive Group; rapidmail has already been part of Positive Group since 2021.

The Chemnitz-based company MAILINGWORK, which specializes in e-mail marketing, will thus also become part of the Franco-German group. Both companies, brands and mailing tools will remain separate as before.

The aim of MAILINGWORK and rapidmail joining forces is to optimally serve different segments of the market. This underlines Positive Group's ambition to become the European market leader in marketing and digital communication. At the same time, the expanded offering will also create meaningful synergies and new opportunities for companies of all sizes to optimize and expand their marketing strategies.

YPOG has already advised Positive Group, formerly Sarbacane, on the acquisition of email marketing and newsletter specialist rapidmail in 2021.

### **Team**

Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner, Berlin  
Dr. Stefan Witte (Co-Lead, Transactions), Associated Partner, Hamburg  
Johannes Schmidt (Transactions), Associate, Hamburg  
Boris Schinzel (Transactions), Associate, Berlin  
Dr. Lutz Schreiber (IP/IT/Data Protection), Partner, Hamburg  
Matthias Treude (IP/IT/Data Protection), Associate, Hamburg  
Dr. Malte Bergmann (Tax), Partner, Hamburg  
Lukas Schmitt (Tax), Senior Associate, Hamburg

### **About Positive Group**

Positive Group is a French software manufacturer/publisher dedicated to corporate communication and marketing, historically born from the development of Sarbacane, a key player in the field of digital corporate communication in Europe since 2001. Based in Lille (France), the company has significantly expanded by gradually enlarging its catalogue of services each year with a variety of solutions around its original expertise in e-mail marketing. The 300 employees of the group, spread across France, Germany, Italy, Spain, and Poland, support more than 30,000 companies.

### **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](http://www.linkedin.com/company/ypog).

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