

# NEWSLETTER

26TH SEPTEMBER 2019

## IUSLAKE ADVISES HEMERAA HOLDING GMBH ON SALE OF MAJORITY STAKE IN SMART DIGITAL TO NYSE LISTED OMNICOM GROUP INC



Iuslake advises founder Thomas Vogt and his family holding, Heremraa Holding GmbH, on the sale of a majority stake in Smart Digital GmbH and Smart Digital Solutions GmbH to Omnicom Holding Germany GmbH, a wholly owned subsidiary of Omnicom Group Inc. (NYSE).

Smart Digital is a leading consulting and marketing technology company with a proprietary Artificial Intelligence (AI) platform and data capabilities that enable real-time customer experiences. Smart Digital's technology enables users to be recognized across digital online touchpoints, enabling personalized, real-time customer interactions, resulting in more effective marketing and ROI.

Smart Digital's portfolio of services ranges from real-time personalization and optimization to data management services, end-to-end digital strategy development, and cross-channel marketing.

Omnicom Group Inc. is a leading global marketing and communications company that, through the acquisition of Smart Digital, will be better positioned to offer its customers powerful end-to-end customer experience solutions.

Smart Digital was founded in Gerlingen, Germany in 2011 and has deployed its services in more than 30 international markets.

Iuslake provided lead legal support to Hemeraa Holding GmbH and Thomas Vogt, founder of Smart Digital, during the sales process. The team consisted mainly of Dr. Andreas Hautkappe and Julian Rübsaamen (both Corporate/M&A).

Iuslake consulted Klient for employment law issues in connection with the transaction. Klient's team included Dr. Barbara Reinhardt and Tim Bulian. Furthermore, Uwe Harr of Ebner Stolz was in charge of, inter alia, international accounting issues. SE Steuerberatung GmbH & Co.KG, Prof. Dr. Uwe Schramm, advised on tax issues.

Omnicom Holding Germany GmbH was advised by Latham Watkins LLP and KPMG. The Latham Watkins team included, inter alia, Dr. Nathalie Daghes, Dr. Martin Neuhaus, Gerrit Henze, Patrick Rode, Florian Döpking, Joachim Grittmann, Dr. Eun-Kyung Lee, Dr. Sebastian Max Hauser, Jan Vollkammer. The KPMG team comprised of Frank Mäder, Constantinos Theofanous, Joachim Kreiß Claas Riebesell and Tommy Haghjoo.

Antitrust approval has already been granted. Closing of the transaction is expected by end of September 2019.

The transaction was notarized by Andrea Bergemann, Dr. Kämpfer & Bergemann, in Düsseldorf.

If you have any queries, please contact Dr. Andreas Hautkappe. For more information, please be referred to [www.iuslake.de](http://www.iuslake.de).