

Munich, 18.10.2019

GÖRG advises on the merger of Lumaland AG and The Social Chain Group AG forming “The Social Chain AG”

GÖRG Partnerschaft von Rechtsanwälten mbB advised Lumaland AG on the merger with The Social Chain Group AG under the leadership of Munich partner Dr. Bernt Paudtke. The merged companies will in future trade under the name "The Social Chain AG" (Social Chain).

The merger was technically implemented through the contribution of all shares of The Social Chain Group AG as a non-cash capital increase to Lumaland AG. The Annual General Meeting of Lumaland AG had approved this step on 19 August 2019 with 99.8 percent approval. After the transaction, Social Chain owns equity capital of 140 million euros and share capital of 9.1 million euros, divided into the same number of shares. The shares of the Social Chain are traded on the Düsseldorf Stock Exchange.

Social Chain aims to be admitted to the Prime Standard of the Frankfurt Stock Exchange or listed on NASDAQ by mid-2020. At the same time, the company is planning a substantial public offering to raise capital for further growth.

Advisors Lumaland AG

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Advisors The Social Chain Group AG

Legal Department The Social Chain Group AG

Dr. Stefan Eisele, LL.M. (UCT), Group General Counsel

About Social Chain

As the first integrated social media company, Social Chain combines social media and social commerce, connected via its own tech platform LINKS. The company is a pioneer in building, developing and scaling social media brands. Social Chain has its headquarters in Berlin and further locations in Manchester, London, New York and Munich. The new enterprise employs altogether approximately 500 employees. Social Chain is managed jointly by Holger Hansen, Wanja S. Oberhof and Steven Bartlett. The main shareholder and Chairman of the Supervisory Board is Dr. Georg Kofler, the long-standing CEO of ProSieben and Premiere. The shares of the Social Chain (securities identification number A1YC99) are traded on XETRA and on the Düsseldorf Stock Exchange.

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About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With 290 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

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