

Berlin, 5 December 2022

GÖRG advises HUK-COBURG on LVM's investment in HUK-COBURG start-up *onpier*

GÖRG Partnerschaft von Rechtsanwälten mbB has advised HUK-COBURG on the investment of LVM Versicherung VaG in *onpier* GmbH, a corporate start-up of HUK-COBURG. The approval of the Federal Cartel Office was already granted on 28.11.2022. The closing is now to be carried in the short term.

With the participation of LVM, the B2B2C platform *onpier*, which is open to all sectors, is expanding its group of shareholders: Until now, the corporate start-up was a wholly-owned subsidiary of HUK-COBURG. With the insurer LVM, which together with HDI was already a cooperation partner of *onpier*, a further shareholder is now being added to the platform. Together, the insurers reach around 18 million customers.

Onpier was founded last year by HUK-COBURG to provide insurance companies with a comprehensive range of value-added services for their customers. Various services from non-insurance service partners are offered on the platform, which insurers can integrate into their own range of services and make directly available to their own customers. The shareholders HUK-COBURG and LVM now want to jointly expand and further develop *onpier*.

In the transaction, HUK-COBURG and *onpier* relied on the proven GÖRG team led by Berlin partners Dr. Roland Hoffmann-Theinert and Dr. Ünsal Demir, which most recently successfully advised the insurer on, among other things, an investment in the garage chain pitstop.de GmbH and its entry into the InsureTech Neodigital Versicherung AG.

Advisors Onpier / PRISMA Plattform GmbH

GÖRG Partnerschaft von Rechtsanwälten mbB

Dr. Roland Hoffmann-Theinert (Lead, Partner, M&A/Corporate, Berlin)

Dr. Ünsal Demir (Co-Lead, Partner, M&A/Corporate, Berlin)

Dr. Christian Bürger (Partner, Antitrust Law, Cologne)

Emre Özbek (Associate, M&A/Corporate, Berlin)

Metehan Uzunçakmak, LL.M. (Associate, Antitrust Law, Cologne)

Your contact at GÖRG

Dr. Roland Hoffmann-Theinert

Phone +49 30 884503-112, E-Mail: rhoffmann-theinert@goerg.de

Communications & Marketing

Benjamin Kuthning

Phone +49 221 33660-161, E-Mail: bkuthning@goerg.de

About GÖRG

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

With more than 300 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.

Our Offices

GÖRG Partnerschaft von Rechtsanwälten mbB

BERLIN

Kantstraße 164, 10623 Berlin
Phone +49 30 884503-0, Fax +49 30 882715-0

HAMBURG

Alter Wall 20 – 22, 20457 Hamburg
Phone +49 40 500360-0, Fax +49 40 500360-99

COLOGNE

Kennedyplatz 2, 50679 Cologne
Phone +49 221 33660-0, Fax +49 221 33660-80

MUNICH

Prinzregentenstraße 22, 80538 Munich
Phone +49 89 3090667-0, Fax +49 89 3090667-90

FRANKFURT AM MAIN

Ulmenstraße 30, 60325 Frankfurt am Main
Phone +49 69 170000-17, Fax +49 69 170000-27