

PRESS RELEASE

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Date	11 October 2013
Page	1 of 2
Subject	Advising Holtzbrinck

CMS Hasche Sigle advises Holtzbrinck Digital on sale of myphotobook

Stuttgart – Munich-based Holtzbrinck Digital GmbH, the Internet investment holding company within the Holtzbrinck publishing group, has sold its stake in myphotobook GmbH, Berlin, to dom Deutsche Online Medien GmbH, a subsidiary of Elanders AB.

A team from CMS Hasche Sigle led by lead partners Dr Thomas Meyding and Dr Maximilian Grub advised Holtzbrinck on all legal aspects of the transaction.

Stuttgart-based Georg von Holtzbrinck publishing group (*Die Zeit, Südkurier, S. Fischer Verlag, Droemer Knaur, myHammer, etc.*) acquired the stake in the start-up in 2007 and has steadily developed the company since that time. Myphotobook now operates in 16 countries and has 70 employees, with a product range covering photo books and other photo-based products. Following the acquisition of fotokasten and dom Deutsche Online Medien in 2012, Swedish printing, packaging and e-commerce group Elanders is now expanding its market share in the photo books segment by acquiring myphotobook GmbH. Headquartered in Mölnlycke, Elanders generates annual sales of more than 1.9 billion Swedish krona and has around 1,800 employees.

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