

CMS Hasche Sigle

Lennéstraße 7  
10785 Berlin – Germany  
T +49 30 20360 0  
F +49 30 20360 1299  
[www.cms-hs.com](http://www.cms-hs.com)

Arndt Hellmann  
Head of Public & Media Relations  
T +49 30 20360 1208  
[arndt.hellmann@cms-hs.com](mailto:arndt.hellmann@cms-hs.com)

# press release

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## **CMS advises Gruner + Jahr on acquisition of parent portal urbia.de**

Hamburg – Gruner + Jahr has acquired all the shares in urbia.com AG, which operates the advertiser-sponsored website urbia.de. The online portal provides family-related information, practical tips and interactive services targeted at parents and those planning to start a family.

A team led by lead partner Dr Henrik Drinkuth advised Gruner + Jahr on all aspects of the transaction.

The parenthood portal is headquartered in Cologne and was established in 1998. It has been managed by VVS Holding GmbH since 2005. Gruner + Jahr intends to integrate urbia.de into the "ELTERN" publishing group in Munich, which already has its own "eltern.de" portal. Both portals will be managed by publishing manager Ulrich Sommer, with urbia.de being developed and expanded independently by the existing team in Cologne.

### **Advisers CMS Hasche Sigle:**

Dr Henrik Drinkuth, Corporate, Lead Partner  
Dr Tilman Weichert, Corporate, Coordination of Due Diligence  
Dr Christoph Lächler, Corporate  
Dr Nina Hartmann, Employment Law

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CMS Hasche Sigle is one of the leading commercial law firms. More than 600 lawyers serve their clients in nine major German commercial centres as well as in Brussels, Moscow and Shanghai. CMS is the organisation of independent European law and tax firms of choice for organisations based in, or looking to move into, Europe. CMS provides a deep local understanding of legal, tax and business issues and delivers client-focused services through a joint strategy executed locally across 29 jurisdictions with 54 offices in Western and Central Europe and beyond. CMS was established in 1999 and today comprises nine CMS firms, employing over 2,800 lawyers and is headquartered in Frankfurt, Germany.

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## Inhouse:

Dr Frank Ludwig

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