

## PRESS RELEASE

**CMS Hasche Sigle**  
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**Subject** Advising glispa

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### **Berlin-based start-up glispa sold to Market Tech Holdings of London with support from CMS**

Berlin – CMS has once again advised a recent digital start-up on a successful exit: listed company Market Tech Holdings of London is acquiring 75% of the shares in glispa GmbH, a Berlin-based provider of digital marketing and mobile advertising services.

A team from CMS in Germany led by Dr Jörg Zätzsch, John Hammond and Jesko Nobiling advised sole shareholder and founder Gary Lin on all aspects of the sale. Dr Jörg Zätzsch: “This transactions shows that Berlin is a hot market, particularly for foreign investors.” The law firm regularly advises Berlin-based start-ups on exits, most recently working on the sale of job portal Absolventa to the Essen-based FUNKE media Group. The team has particular expertise with regard to UK purchasers. In 2014, the same team provided advice on the sale of online advertising provider Sociomantic to London-based dunnhumby Ltd., one of the biggest Berlin exits of 2014.

Founded in the USA in 2001, glispa has been headquartered in Berlin since 2008. Its customers include advertising customers from the mobile and digital entertainment sectors, which it supports globally with solutions for online marketing campaigns via various channels. Listed-company Market Tech’s operations include running the famous Camden street markets in London, and the company intends to boost digital marketing of its services through this strategic investment.

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Dr Jörg Zätzsch  
John Hammond, both Corporate  
Jesko Nobiling, Tax/Corporate, all Lead Partners  
Dr Gerd Leutner, Corporate  
Dr Ole Jani  
Dr Kai Hermes, both IP  
Dr Sören Langner, Employment

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For more information, please visit [www.cms-hs.com](http://www.cms-hs.com).

**About CMS:**

Founded in 1999, CMS is a top 10 international law firm, the largest in Europe, based on the number of lawyers (Am Law 2013 Global 100) and offers specialist advice in many different fields. With 59 offices in 33 countries across the world, employing more than 3,000 lawyers, CMS has longstanding expertise both at advising in its local jurisdictions and across borders. CMS acts for a large number of Fortune 500 companies and the FT European 500 and for the majority of the DAX 30.

CMS provides a wide range of expertise across 19 expert practice and sector areas including Banking and Finance, Commercial, Competition, Corporate/M&A, Dispute Resolution, Employment, Energy, Intellectual Property, Lifesciences, Real Estate, TMC and Tax.

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