



Press Release

## **YPOG advises SellerX on USD 500 million debt and equity financing**

**Berlin, December 9, 2021** – A YPOG team co-led by partners Matthias Kresser and Martin Schaper advised one of Europe's largest e-commerce aggregators SellerX on the raise of over USD 500 million consisting of a credit facility and additional equity. The credit facility has been provided by funds and accounts managed by BlackRock and Victory Park Capital. The equity round extension was led by Sofina and included investment from entities controlled by the Abu Dhabi Investment Authority (ADIA), complemented by existing investors who had just recently in August 2021 contributed equity in an amount of USD 118 million (such earlier round was led by L Catterton, the world's largest consumer-facing private equity firm). SellerX will use the additional funds to further fuel growth, new acquisitions and expand its operational infrastructure.

Founded in 2020 by Philipp Triebel and Malte Horeyseck, SellerX has just achieved unicorn status. With its growing and diversified portfolio of shops on Amazon and other platforms, SellerX aims to optimize and grow the acquired businesses to establish a diverse portfolio of sustainable direct-to-consumer brands. SellerX has locations in Germany, England, the United States, China and various other European and non-European countries and is pursuing a strategy of rapid expansion into further promising markets globally.

The YPOG team comprehensively advised SellerX on all finance, corporate and tax matters of the complex debt and equity financing round which included the grant of warrants and a cross-jurisdictional security package and was preceded by a group reorganization. The transaction involved the coordination of advice in multiple jurisdictions besides Germany, including England (Druces), France (Chammas & Marcheteau), the United States (Cooley) and Canada (McMillan). For German employment law aspects, YPOG once again collaborated with the boutique firm Pusch Wahlig Workplace Law.

“SellerX’s journey ‘from zero to unicorn’ in the e-commerce aggregator industry is highly impressive”, says YPOG partner Martin Schaper. And YPOG associated partner Matthias Kresser adds: “We are pleased to have again accompanied the SellerX team in this complex cross-jurisdictional fundraising transaction.”

### **Advisors to SellerX:**

Dr. Martin Schaper (Co-Lead/Transactions, Corporate), Partner  
Matthias Kresser (Co-Lead/Transactions, Finance), Associated Partner  
Dr. Malte Bergmann (Tax), Partner  
Dr. Johannes Janning (Transactions, Corporate), Associated Partner  
Dr. Martyna Sabat (Transactions), Senior Associate  
Dr. Benedikt Flöter (IP), Senior Associate  
Bilal Tirsi (Transactions, Finance), Associate  
Lukas Schmitt (Tax), Associate

**About SellerX**

SellerX was founded in September 2020 Malte Horeyseck and Philipp Triebel with the backing of top investors. It quickly became a leading acquirer of third-party brands on the Amazon marketplace in Europe and the United States bringing 40+ brands under its umbrella in under a year. The company's goal is to be the Buyer of Choice for top Amazon FBA and other e-commerce sellers and to establish itself as a global leader in direct-to-consumer brands.

**About YPOG**

YPOG is a boutique law firm for tax and business law which is active in the core fields of Tax, Funds, Corporate, Litigation, Transactions, IP/IT and notarial services. The Team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG has become one of the leading players for venture capital, private equity and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 70 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: [www.ypog.law](http://www.ypog.law) and [www.linkedin.com/company/ypog](http://www.linkedin.com/company/ypog).

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