



Press release

YPOG advises shareholders of AskBrian on the exit to think-cell

Berlin, September 26, 2023 – YPOG advised the shareholders of the AI start-up AskBrian on the acquisition by the Berlin-based PowerPoint specialist think-cell which is majority owned by private equity investor Cinven. The parties agreed not to disclose the purchase price.

AskBrian was founded in 2018 near Munich by Pavol Sikula and Matthias Ruppel and focuses on applied artificial intelligence in business consulting and research.

With the acquisition of AskBrian, think-cell now enables business professionals to work more efficiently. Through synergies, work steps from information capture and data visualization to workflow automation and decision making are now more productive.

The AskBrian team around the two founders remains on board. In the future, the AskBrian brand will appear on the market with the addition "a think-cell company".

Team

Dr. Johannes Janning (Co-Lead, Transactions), Partner, Köln

Dr. Frederik Gärtner (Co-Lead, Transactions), Partner, Berlin

Dr. Jörn Wöbke (Transactions), Partner, Hamburg

Dr. Malte Bergmann (Tax), Partner, Hamburg

Dr. Benedikt Flöter (IP/IT/Data Protection), Associated Partner, Berlin

Rosa Wizisla (Transactions), Associate, Berlin

Roman Schäle (Transactions), Associate, Berlin

About YPOG

YPOG is a law firm specialized on tax and business law which is active in the core fields of Funds, Tax, Banking & Finance and Transactions. 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 is one of the leading advisors 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 100 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog.

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