



Press Release

YPOG advises Consumer Edge on the acquisition of Qentnis GmbH

Cologne, June 09, 2022 – A YPOG team led by Benjamin Ullrich and Johannes Janning provided comprehensive advice to data insights company Consumer Edge on the acquisition of Qentnis GmbH. Together, they are now operating in two of the world's most important consumer markets, the USA and Europe.

Consumer Edge is a leading data analytics company targeting international consumers with headquarters in New York, USA. With the acquisition of the Berlin-based data analytics startup Consumer Edge responds to the increasing demand for accurate, timely consumer spending data and expands its extensive suite of multinational consumer-focused alternative data and research solutions into the Pan-European market.

Advisors Consumer Edge:

Dr. Benjamin Ullrich (Co-Lead, Transactions), Partner
Dr. Johannes Janning (Co-Lead, Transactions), Associated Partner
Jonathan Görg (Transactions), Associate
Dr. Benedikt Flöter (IP/IT), Associated Partner
Anna Eickmeier (IP/IT, Data Protection), Senior Associate
Stefan Richter (Tax), Partner
Ann-Kristin Lochmann (Tax), Associated Partner
Dr. Christoph Lüttenberg (Corporate), Associate

The YPOG team closely worked together with a Lowenstein Sandler Team led by Alex D. Leibowitz on U.S. law matters and collaborated with the boutique firms Push Wahlig Workplace Law on employment law as well as KNPZ Rechtsanwälte on commercial law related questions.

About Consumer Edge

Founded in 2009 by CEO/Founder Bill Pecoriello, Consumer Edge is a data insights company targeting the global consumer. We provide key stakeholders across the investment and corporate landscapes with best-in-class alternative data products and tools to enable enhanced strategic decision making. Consumer Edge's product suite of data feeds, templates, and visualization platforms delivers an unparalleled view into consumer spending behavior by fusing numerous privacy-compliant data types across geographies. This allows for actionable insights driven by its near real-time market intelligence and benchmarking capabilities at the merchant, brand, and item levels. For more information, visit: <https://consumer-edge.com/>

About Qentnis GmbH

Qentnis is a German, Berlin-based data company that provides unique insights for Institutional Investors and corporates. The underlying business of Qentnis is the acquisition, cleaning, attribution, and aggregation of anonymized transaction data. Its value proposition aims at institutional investors, private equity and corporates who want to better understand market and company trends to form and validate investment hypotheses and improve decision-making. Qentnis was founded in 2019 by



Benedikt Ernst and Simon Kröger with IONIQ Group as main investor. For more information, visit:
<https://www.gentnis.com/>

About Us

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, Notary Services, Banking + Financial Services and FinTech + Blockchain. 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 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 90 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. More information about YPOG: www.ypog.law and www.linkedin.com/company/ypog.

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