



Press Release

YPOG advises Five Season Ventures and Coefficient Capital on exit of Just Spices to Kraft Heinz

Berlin, December 13, 2021 - A YPOG team led by Benjamin Ullrich advised Five Season Ventures and Coefficient Capital on the exit of Just Spices to Kraft Heinz. Both Five Seasons Ventures and Coefficient Capital co-led the Series B financing round in 2019 – on which the team members had advised – and supported the company since then with their expertise in innovation, the food industry and their network.

Kraft Heinz acquired also additional shares from Döhler Ventures, Bitburger Ventures, HOWZAT, Monkfish Invest, Rolf Schrömgens as well as Dr. Andreas Wiele and is now a majority shareholder. The founders Florian Falk, Ole Strohschneider and Bela Seebach will stay invested and involved in the operational business. The company will keep its independence and pursue an establishment in the international spice & food market.

The exit was advised by the investment bank Rothschild & Co. and is expected to be consummated in the first quarter of 2022.

Advisors Five Seasons Ventures & Coefficient Capital:

Dr. Benjamin Ullrich (Lead/Transactions), Partner

Dr. Adrian Haase (Transactions), Senior Associates

About Five Seasons Ventures

Five Seasons Ventures is a French Venture Capital firm based in Paris. In form of Series A and Series B financing rounds, Five Seasons Ventures usually invests between two and four million euros. Next to capital, the VC also offers extensive technology and food expertise as well as a large network with a wide range of industry contacts. Five Seasons Ventures' portfolio companies include firms such as YFood Labs, Air Up and Vly.

About Coefficient Capital

The U.S.-based Venture Capital was founded in 2018 and has supported an invested in companies that are trying to fulfill the changing consumer behavior by innovation and technology. Through investments by Coefficient Capital, their expertise and network, companies are constantly enabled to grow and develop the market. The portfolio includes companies such as Oatly and Magic Spoon.

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 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 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 70 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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