



Press Release

SellerX closes €100 million financing round with L Catterton

Berlin, August 12, 2021 – A Team led by partners Martin Schaper and Benjamin Ullrich comprehensively advised Berlin-based startup SellerX on its Series B funding round with lead investor L Catterton, the world's largest consumer-facing private equity firm. The round has a volume of €100 million. Belgian investment company Sofina and TriplePoint joined as additional investors. Existing shareholders of SellerX also co-invested, including 83North, Felix Capital, Cherry Ventures and several well-known business angels. Just a few months ago, SellerX announced the successful completion of a €100 million equity and debt financing, as well as an extended financing round of €26 million, each of which was also advised by the firm's Team. SellerX, founded in 2020 by Philipp Triebel and Malte Horeysek, acquires existing shops on Amazon and builds them into consumer brands. With its growing and diversified portfolio of shops, SellerX aims to further optimize and grow the acquired businesses to establish sustainable consumer brands, especially in the home, garden and pet supplies sectors. Art supplies, DIY tools, nutritional supplements, beauty products, baby products and fitness tools are also part of the diverse portfolio. The company has locations in Germany, the United Kingdom and the United States. L Catterton is the largest global private equity firm focused on consumer products, with approximately \$30 billion of equity capital across its fund strategies and 17 offices worldwide. Since 1989, the firm has made over 250 investments in leading consumer brands.

"In an online shopping world that is increasingly complex for customers, it is more important than ever for shops to act professionally and deliver high quality in order to stand out and thereby gain the trust of shoppers. In this business field, focusing on specialization and positioning successful shops according to first-class standards will bring rapid growth. We are pleased to accompany SellerX on its journey and congratulate on this further financing," says YPOG partner Martin Schaper.

Advisors SellerX:

Dr. Martin Schaper (Co-Lead), Partner
Dr. Benjamin Ullrich (Co-Lead), Partner
Dr. Martyna Sabat, Senior Associate
Matthias Kresser, Associated Partner

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, IT/IP 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 and www.linkedin.com/company/ypog.

Press Contact:

Holm Krause | Senior Corporate Communications Manager
T +49 30 7675975 168 | E holm.krause@ypog.law



YPOG Partnerschaft von Rechtsanwälten und Steuerberatern mbB Schnittker + Partner,
Hardenbergstraße 27, 10623 Berlin