



Press release

YPOG advises founders on the exit of Homeday to Axel Springer

Berlin, September 18, 2023 – YPOG advised the founders of Homeday on the sale of Homeday to the media group Axel Springer. The parties agreed not to disclose the purchase price.

In 2015, Steffen Wicker, Philipp Reichle and Dmitri Uvarovski founded the real estate portal Homeday to help private sellers of residential real estate find agents. The portal also helps real estate agents digitize their service and organizes sales processes.

Axel Springer and the British real estate portal Purplebricks had already acquired 26% in Homeday as a joint venture in 2018. In June 2020, they had jointly invested a further € 40 million in the proptech start-up. Three years later, the Berlin-based media group became majority shareholder.

The founding trio is now retiring from management but will continue to provide support and advice to the company.

Team

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

Stefan Richter (Tax), Partner, Hamburg

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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