

PRESS RELEASE

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GÖRG advises Hamburg-based marketing software company AdTriba on sale to Funnel

GÖRG, led by Hamburg partner Prof Dr Stephan R. Göthel, provided comprehensive legal advice to AdTriba GmbH, a Hamburg-based provider of AI-driven marketing measurements, on its sale to the Swedish marketing intelligence platform Funnel.

AdTriba GmbH is a software company specialising in data-driven marketing measurement. With around 20 employees, it supports companies from the e-commerce, media, finance and mobility sectors. Its well-known clients include Flixbus, Douglas, Freenow, Montblanc and DIE ZEIT Verlag.

Funnel was founded in Stockholm in 2014 and has developed into an internationally active software company with 300 employees. Its customers include renowned companies such as Uber and Home Depot. Funnel collects data online and presents it in user-friendly dashboards to support companies in collecting, reporting and exporting information.

By joining forces with Funnel, AdTriba will become part of a leading marketing intelligence platform. Adtriba's software will be fully integrated into Funnel's platform, creating a comprehensive platform to accurately measure and manage clients' marketing activities.

Prof Dr Stephan R. Göthel has been responsible for providing legal advice to Adtriba for some time. He advises companies from a wide range of industries, from start-ups to market leaders, as well as investors in the areas of M&A, private equity/venture capital and corporate law. Stephan R. Göthel has extensive experience in national and international company acquisitions, joint ventures, corporate financing as well as management and employee shareholdings.

Advisors AdTriba GmbH

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About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With around 350 professionals in the fields of legal advice, tax advice and auditing at our five offices in Berlin, Frankfurt am Main, Hamburg, Cologne and Munich, we advise well-known domestic and foreign companies, medium-sized enterprises as well as financial investors and listed groups from all sectors of the economy and the public sector.

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