

PRESS RELEASE

Hamburg/Cologne, 2 July 2024

GÖRG advises bd-capital on the acquisition of TLC Worldwide Marketing Group

GÖRG, led by partners Dr Jan-Henric M. Punte and Dr Thomas Lange, has advised London-based private equity company bd-capital on the acquisition of TLC Worldwide Marketing Group Limited (TLC), a global market leader in loyalty and rewards programmes. The parties have agreed not to disclose details of the transaction.

The private equity company bd-capital focuses on investments in the healthcare, technology-enabled services and consumer sectors in Europe. With the acquisition of TLC, the investor is expanding its portfolio and supporting the expansion of its product offering in new and existing regions as part of its growth strategy.

TLC is a global market leader in technology-based, experiential rewards campaigns and loyalty programmes. Headquartered in London and with offices in 14 countries across EMEA, USA and APAC, the company offers a proprietary platform that provides access to TLC's extensive rewards network.

bd-capital was advised on the German part of the transaction by a cross-location GÖRG team led by Hamburg partner Dr Jan-Henric M. Punte. The financing of the transaction was led by Cologne partner Dr Thomas Lange.

Advisors bd-capital

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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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