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POELLATH advises Mavie on majority takeover of wellabe

Mavie, a leading provider of workplace health promotion in Austria, is expanding into the German market by acquiring a majority stake in wellabe. The strategic partnership offers companies and employees a more comprehensive range of services to promote physical and mental health with innovative solutions and a strong network of experts.

Mavie, an innovative holistic healthcare provider from Austria, is entering the German market by acquiring a 60% stake in health tech start-up wellabe. wellabe offers workplace health check-ups and personalized, digital prevention programs. With their mobile health stations, they give employees comprehensive insight into their current health status in less than 20 minutes. The results are available to participants in real time in the wellabe app and can be discussed with a health coach in a video consultation.

By acquiring a majority stake in wellabe, Mavie is taking an additional step in its expansion strategy and consolidating its position as a leading provider of workplace health promotion in Austria. Building on Mavie Work's strong market position in Austria, together with wellabe the company will offer an even broader range of innovative health services for companies in the future.

wellabe: health tech start-up for healthier cooperation

Founded in Germany in 2018, health tech start-up wellabe currently supports around 100 B2B customers in occupational healthcare. With health check-ups in the workplace, personalized, digital prevention programs and mobile health stations, the company gives participants comprehensive insight into their current health status. The resulting data-based recommendations are tailored to the specific needs of the participants and support them in making sustainable lifestyle changes. Generally, risk factors can be identified in due time and lifestyle diseases can be prevented proactively. The company is owned by the Austrian healthcare provider Mavie and SANA Kliniken AG, the third-largest private clinic operator in Germany.

Mavie Work: Number 1 in Austria

Mavie Work is a leading provider of workplace health promotion in Austria and supports companies and their employees on the path to a healthier organization. Mavie's portfolio includes everything to help organizations and their employees stay healthy. The services are holistic, encompass physical and mental health and range from modern, low-threshold diagnostic ser-

vices to exercise programs, mental coaching and nutritional advice. EAP (Employee Assistance Program) is dedicated to the mental health of employees in confidential, personal consultations. Managers are supported by coaching, seminars and training. Mavie currently supports around 190 companies with around 145,000 employees. Mavie is backed by experienced and passionate health experts who are committed to making a lasting and tangible difference in healthcare.

Mavie: innovative holistic health provider

The Mavie corporate group has been active since 2020. The group's aim is to develop into a holistic, modern healthcare provider that supports and attends to people throughout their lives in maintaining and improving their health. Mavie focuses on prevention (staying healthy) and rehabilitation (getting healthy). Offerings are available to both end customers (B2C) and corporate partners (B2B). Mavie is already active with offerings such as Mavie Work, a provider of occupational healthcare with around 190 corporate customers throughout Austria. The portfolio also includes cura domo, the Austrian market leader in 24-hour care and an expert in active & assisted ageing with more than 2,500 caregivers. MavieMe is a complement to this, providing innovative home tests for blood and the gut microbiome, both of which can be carried out conveniently and easily from home. In addition, Mavie cooperates with the PremiQaMed Group in the development of healthcare services such as Health Mobil, a mobile healthcare service for companies.

As a holistic healthcare provider and strategic investor, Mavie focuses on existing business models and innovations in equal measure, identifying, developing and scaling them to make them accessible to as many people as possible. Mavie sees itself as an innovator and business partner and invests in companies that align with its strategic focus in the healthcare sector and allow for the development of joint business models through collaboration.

POELLATH provided comprehensive legal advice to Mavie with the following team:

- Christian Tönies, (partner, co-lead, M&A/VC, Munich)
- Markus Döllner (counsel, co-lead, M&A/VC, Munich)
- Dr. Sebastian Gerlinger (partner, M&A/VC, Munich)
- Christine Funk (counsel, IP/IT, Frankfurt)
- Marvin May (associate, employment law, Munich)

About us

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