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POELLATH advises PIA GmbH on sale of United Digital Group to MSQ Partners

PIA GmbH (“PIA”), a portfolio company of funds advised by Equistone Partners Europe, has sold its customer experience division operating as PIA UDG (United Digital Group) (“UDG”) to MSQ Partners (“MSQ”). MSQ is a portfolio company of One Equity Partners and LDC. POELLATH provided legal and tax advice to the seller within the context of the transaction.

Founded in 2011, UDG is a leading agency for digital customer experience services. In addition to the automotive and manufacturing sectors, UDG is active in the FIS/banking, public sector, pharmaceutical and healthcare sectors. The company has been part of the PIA Group since 2019. As one of the leading digital service providers in Germany, the PIA Group supports its customers and partners in the digital transformation of their business models, among other things. UDG’s two managing directors, Mathias Reinhardt and Florian Frey, will continue to lead the 350-strong UDG team in Germany and Spain.

MSQ is a creative, technology and media company, providing marketing communications and related digital transformation and creative services – such as advertising, public relations, design, brand strategy, digital direct marketing and research – for consumers and B2B companies.

POELLATH advised the seller on the legal and tax aspects of the sale with the following team across all locations:

- Dr. Tim Kaufhold (partner, lead, M&A/private equity, Munich)
- Nemanja Burgić (counsel, co-lead, M&A/private equity, Munich)
- Dr. Nico Fischer (partner, tax, Munich)
- Dr. Jens Linde (associated partner, financing, Frankfurt)
- Daniel Wiedmann (associated partner, competition/antitrust law, Frankfurt)
- Dr. Sebastian Rosentritt (counsel, M&A/private equity, Munich)
- Dr. Verena Stenzel (counsel, M&A/private equity, Munich)
- Christine Funk (counsel, IP/IT, Frankfurt)
- Dr. Dominik Sorber (senior associate, employment law, Munich)
- Dr. Saskia Bardens (associate, tax, Munich)
- Daniel Hoppen (associate, competition/antitrust law, Frankfurt)
- Benedikt Sinz (associate, M&A/private equity, Munich)

About us

POELLATH is a market-leading international business and tax law firm with more than 180 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

We offer comprehensive service in the following areas: Mergers & Acquisitions | Private Equity | Venture Capital | Private Funds | Real Estate | Corporate and Capital Markets | Finance | Tax | Private Clients | Foundations and Non-Profit Organizations | IP/IT, Distribution and Antitrust Law | Employment Law | Litigation and Arbitration.