

Contact

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POELLATH advises FACT-Finder, a portfolio company of GENUI, on the acquisition of Loop54

POELLATH advised FACT-Finder Holding GmbH (“FACT-Finder”), a portfolio company of Hamburg-based private equity fund GENUI II GmbH & Co. KG (“GENUI”), on the acquisition of [Loop54](#), Scandinavia’s leading on-site search provider. The acquisition represents one of the first major consolidations of SaaS solutions in search, merchandising and personalization. The integration of Loop54’s neural network into FACT-Finder will further improve the quality of product search in online stores in the future, thus becoming a sustainable competitive advantage for customers.

GENUI is a company founded by renowned entrepreneurs and investment experts who believe in “good entrepreneurship”: GENUI exclusively enters into long-term commitments with companies with the aim of creating sustainable growth and added social value. Companies are provided access to special entrepreneurs with relevant industry expertise and the associated network within the framework of professional governance.

FACT-Finder and its associated companies are the European market leaders for search, navigation and merchandising in e-commerce. Since the early 2000s, the company has been developing AI-based search technologies to help online shoppers find the right products. Internationally, the technology is used in more than 1,800 stores.

The Swedish company Loop54 is Scandinavia’s leading provider of on-site search services, as well as the developer of one of the most powerful e-commerce platforms based on artificial intelligence. With its proprietary algorithm, the company offers real-time, one-to-one personalization that provides users with relevant search results at high speed for leading e-commerce companies such as Office Depot, Not on the High Street and Oliver Bonas.

POELLATH provided comprehensive legal advice to GENUI and its portfolio company FACT-Finder with the following Munich team:

- [Dr. Tim Kaufhold](#) (partner, lead, M&A/private equity)
- [Dr. Nico Fischer](#) (partner, tax)
- [Dr. Moritz Klein](#) (senior associate, M&A/private equity)
- [Matthias Oberbauer](#) (senior associate, M&A/private equity)
- [Dr. Manuel Nickel](#) (associate, tax)

About us

POELLATH is a market-leading international business and tax law firm with more than 150 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 | Litigation and Arbitration.