

## DEALMELDUNG

Januar 2015

### **Renzenbrink & Partner supported the shareholders of Trakken Web Services GmbH regarding the takeover by Omnicom Media Group Germany**

Renzenbrink & Partner accompanied the former sole shareholders of Trakken regarding the sale of the majority stake and a new shareholders' agreement.

Trakken Web Services supervises well known clients from diverse sectors regarding web analytics and conversion optimization. Omnicom is part of the media agencies OMD and PHD. The directors and former shareholders of Trakken Timo Aden and Lennart Paulsen stay in office. The name of the company as well as the team also remain the same.

Renzenbrink & Partner is advising financial and strategic investors as well as founders on M&A-transactions in the sector of internet technology and software on a regular basis.

The advising team of Renzenbrink & Partner consisted of Dr Ulf Renzenbrink and Dr Niels Maier (both Corporate/M&A).

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