

PRESS RELEASE

Hamburg, 5. April 2023

ESCHE advises saas.group in the acquisition of zenloop

saas.group has acquired the business operations of zenloop GmbH. ESCHE advised saas.group in this transaction.

Esche Schümann Commichau advised saas.group in the acquisition of the business operations of zenloop GmbH. saas.group acquires promising SaaS companies and further develops their product and their people. Founded in 2017 by serial tech entrepreneurs Tim Schumacher, Ulrich Essmann and Tobias Schlottko, saas.group has acquired 13 SaaS companies to date and provides products across Sales & Marketing, HR, Development and eCommerce verticals with 140 members of staff and across 20 countries.

Founded in 2016 by Paul Schwarzenholz, Björn Kolbmüller and Lukasz Lazewski, zenloop collects and analyzes customer feedback to provide tailored measures to its customers for an enhanced customer experience.

ESCHE's team was led by M&A partner Dr. Stephan Bauer and included associated partners Jan Kind (Restructuring), Stefan Gatz (HR) and associates Julian Leucht (IT/IP), Dr. Lukas Eßers and Felix Oltmanns (both Corporate/M&A). The sell side was advised by Görg (Prof. Dr. Torsten Martini, Nico Reisener, Axel Dahms) and Saxenhammer & Co. (Martin Neumann, Nicholas Hanser, Laura Xu).

ESCHE SCHÜMANN COMMICHAU

Esche Schümann Commichau is one of the largest consultancy firms in Hamburg with around 140 lawyers, tax advisors, auditors and specialist staff as well as a further 100 employees and is one of the largest law firms in Germany. For more than 40 years, ESCHE has been providing interdisciplinary advice in the fields of law, tax and auditing and has been convincing clients with reliable advice and representation for 200 years. The range of services is primarily aimed at companies and their shareholders, internationally operating medium-sized businesses and large corporations. Private individuals are advised in particular in the area of asset succession and in tax matters.

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