



Press release

YPOG advises Katjes Greenfood on the investment in mymuesli

Cologne, May 3, 2023 – YPOG, led by Johannes Janning, provided comprehensive legal advice to Katjes Greenfood on the acquisition of a minority stake in mymuesli. Subject to antitrust review, the venture capital arm of the Katjes Group is acquiring a 10.1% stake. The acquisition of mymuesli represents Katjes Greenfood's largest minority stake in a single transaction.

The organic muesli manufacturer founded in Passau in 2007 is the world's first online provider of customised organic muesli. Customers can mix muesli creations from more than 80 organic ingredients using the principle of mass customisation. The company will use the investment to invest in growth initiatives.

YPOG already provided legal advice to Katjes Greenfood on the €36 million financing round of the foodtech start-up The Rainforest Company at the end of 2022. By investing in mymuesli, Katjes Greenfood is further expanding its position in the market for innovative food concepts and intends to tap new revenue potential together with the company.

Team

Dr. Johannes Janning (Lead) (Transactions), Partner, Cologne
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Matthias Treude (IP/IT), Associate, Hamburg
Dr. Carsten Lösing (Banking & Finance), Associated Partner, Hamburg

The YPOG team worked closely with Paul Drößler of ROCAN on antitrust issues on the transaction.

About Katjes Greenfood

Katjesgreenfood GmbH & Co. KG, based in Düsseldorf, together with its two sister companies Katjes Fassin GmbH & Co. KG and Katjes International GmbH & Co. KG, forms the Katjes Group. As a legally independent holding company, Katjes Greenfood invests in growing companies in the food sector that redefine the future of nutrition with innovative and sustainable products. In addition to financial investments, a professional network and in-depth expertise in food retailing build the foundation on which the portfolio companies will be established as market leaders and brand icons of tomorrow.

About mymuesli

mymuesli is Europe's digital cereal brand. A pioneer in individualized organic food, the Passau-based company with its online-first strategy and food customization stands for a multi-faceted, high-quality organic range of breakfast cereals and complementary products such as Healthy Snacks and Organic



Leaf Teas. The multiple award-winning food company was founded in 2007 and is now available in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg and France.

About YPOG

YPOG is a law firm specialized on tax and business law which is active in the core fields of Tax, Funds and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations as well as private equity and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus and Chambers and Partners. Today, YPOG has more than 100 experienced lawyers and tax specialists and a notary, in three offices in Berlin, Hamburg and Cologne. Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog.

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