

## ODEWALD KMU II INVESTS IN GIATA GMBH WITH THE SUPPORT OF BLOMBERG LEGAL & TAX

BLOMBERG, with its founding partners Alexander Pupeter and Svetlana Heil, has provided tax advice to Odewald KMU II on its acquisition of a majority stake in GIATA GmbH.

As a leading provider of non-bookable content, GIATA has been supporting its customers from the tourism industry since 1996, GIATA combines innovative technologies such as artificial intelligence and digital fingerprints with meticulous manual research. Customers from more than 70 countries include almost all internationally renowned tour operators and travel agency chains, online travel agencies, global travel distribution systems, and travel portals. GIATA has thus established itself as the leader in its segments in the fast-growing global tourism market.

To support further growth, the founding shareholders have entered into a partnership with Odewald KMU II, Berlin. Odewald KMU II has acquired a majority stake in GIATA. The founding shareholders have acquired a significant stake in the company and will be available to the company on a long-term basis. It is the common objective of the shareholders to continue the company's expansion with the existing product range in the coming years and to successfully position the innovations currently being launched on the market. The parties have agreed not to disclose the amount of the investment or its additional details.

The Odewald KMU II Fund invests in established high-growth medium-sized companies with a focus on "German engineering", intelligent service, and healthcare. BLOMBERG's founding partners have regularly supported Odewald KMU II's transactions, most recently their investments in Langer & Laumann GmbH and heizkurier GmbH.

### About BLOMBERG

BLOMBERG is a new high-end tax boutique based in Munich, Germany.

The law firm focuses on advising companies and investors, in particular on M&A transactions, corporate structuring issues and disputes with the tax authorities.