

MANDATE

02.09.2021

GLEISS LUTZ ADVISES THE SHAREHOLDERS OF HOTJAR ON THE SALE TO CONTENTSQUARE

A Gleiss Lutz team advised the shareholders of the software company Hotjar in connection with the sale of its shares to Contentsquare. The parties have agreed not to disclose the purchase price.

Hotjar, which was formed in 2014 as a fully remote, distributed workforce company, is a leading platform of product experience insights for mid-sized companies. The product experience insights software is used by more than 33,000 customers worldwide. The mix of quantitative and qualitative data forms the basis for product decisions for Hotjar customers in over 180 countries. Today, Hotjar has over 190 employees in 33 countries in Europe, America and Africa.

Contentsquare is a global leader in digital experience analytics, helping brands create better digital experiences for their customers. The user experience analytics platform tracks and visualises billions of digital behaviours. Contentsquare was formed in Paris in 2012. Since then, the company has opened offices in London, New York, San Francisco, Munich, Tel Aviv, Tokyo and Singapore and now serves more than 750 companies in 26 countries.

The following Gleiss Lutz team headed by Dr. Martin Viciano Gofferje (partner, lead), Dr. Micha Pfarr (both Berlin) and Jan Philipp Mohr (counsel, Hamburg) advised the shareholders of Hotjar on the transaction: Dr. Viktor Gorlow (all M&A), Dr. Alexander Molle (partner), Dr. Matthias Schilde (both IP/IT), Dr. Christian Hamann (partner), Simon Wegmann (both Data Protection), Dr. Stefan Lingemann (partner), Josefine Chakrabarti (both Employment, all Berlin), Dr. Moritz Holm-Hadulla (partner, Stuttgart), Nora Pollmeier (Munich, both Competition/Antitrust), Dr. Jacob von Andreae (partner), Aylin Hoffs (both Public Business Law, Düsseldorf).

Gleiss Lutz, as lead counsel, coordinated an international team with the following law firms: Burges Salmon (England), Fenech & Fenech (Malta), August Debouzy (France) und Cuatrecasas (Spain).

Gleiss Lutz regularly advises on complex tech transactions, including the acquisition of Berlin-based adjust by the US technology company AppLovin and the sale of ubitricity to the energy group Royal Dutch Shell.

PRESS

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