

Press Release

New owner for Frankfurt creative agency: PLUTA restructuring expert Frank Möble finds investor

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Insolvency administrator Mr Frank Möble from PLUTA Rechtsanwalts GmbH has succeeded in finding an investor for conjoin communication GmbH based in Frankfurt am Main. The well-known creative and marketing agency specialising in marketing and digital advertising campaigns had filed for insolvency in late August 2024. Darmstadt agency Trivid GmbH is now set to acquire the business operations. The parties have agreed not to disclose the purchase price.

Trivid GmbH is purchasing the key assets under this acquisition by way of an asset deal. The Frankfurt location has therefore been saved and the employees will be retained. The creditors' assembly has also approved the solution. "I am pleased that we have found a sustainable solution that offers job security for the employees and represents the best possible outcome for the creditors," said business management expert Mr Möble, summarising the situation.

Trivid GmbH has many years of experience in the media and marketing industry and will incorporate conjoin communication GmbH's expertise into its portfolio and further grow its business. "Trivid GmbH emerged as the

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Further information about PLUTA and the contents of these Press information you will find under www.pluta.net

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.

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ideal buyer during the M&A process," added Mr Möble. He is being supported in the PLUTA restructuring team by business lawyer Mr Alexander Kogut (LL.B.).

With its innovative campaigns, conjoin communication GmbH has successfully established itself in the market since its foundation in 2005. The full-service agency with a focus on PR, communication, marketing collaborations and influencer marketing caters to customers in various industries, including entertainment, lifestyle and consumer goods, food, tourism, media and services. It ran into liquidity problems due to changed market conditions that resulted in declining sales and led to management filing for insolvency.

Insolvency proceedings opened on 1 November

On 1 November 2024, the Local Court of Frankfurt am Main opened insolvency proceedings for the assets of conjoin communication GmbH and appointed Mr Frank Möble as administrator. He had already been acting as provisional administrator for the company since provisional insolvency administration had been ordered. Business management expert Mr Frank Möble is a managing director of PLUTA Rechtsanwälts GmbH and heads a number of the company's branch offices in the Rhine-Main region.

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