

Press Release

PLUTA restructuring expert Patrick Meyerle finds investor for Fürth-based exhibition supplier

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- Holtmann takes over business operations of Fürth-based Brandspaces GmbH
- Restructuring experts conducted discussions with several potential investors
- Insolvency proceedings opened on 1 June

The restructuring expert Mr Patrick Meyerle from PLUTA Rechtsanwalts GmbH succeeded in finding an investor for Brandspaces GmbH based in Fürth. The well-known Holtmann Group acquired business operations with effect from 1 June 2019 as part of an asset transfer.

The purchase agreement has already been signed by the persons responsible. The business operations of the exhibition supplier have been continued without any restrictions since the application was filed in March. "Customers and suppliers have remained loyal to the company during the proceedings. That cannot be taken for granted," explained the PLUTA restructuring expert Mr Meyerle. His team also includes the attorney Mr Daniel Barth.

The transaction with the investor was implemented with the help of advisory services provided by Dr Michael Saatmann, Managing Director of Intrion Gesellschaft für

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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 helps companies in legally and economically difficult situations. Since the company was founded in 1982, PLUTA has constantly grown. Today PLUTA has a staff of about 500 employees in Germany, Spain and Italy including more than 290 graduates in business economics and business management, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, bankers, bookkeepers, engineers and insolvency administration specialists. Many of them own multiple qualifications what ensures practicable and economically sensible solutions. In particular, PLUTA provides support in restructuring companies affected by a crisis or insolvency and in continuing business operations, if necessary by involving restructuring experts in a responsible role. PLUTA is one of the top enterprises specialising in restructuring and turning around companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brandeins, Wirtschaftswoche, Focus and ACQ 5 Law Award. Further information at www.pluta.net

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Managementberatung mbH. The negotiations were very complex because Brandspaces' predecessor had already been involved in insolvency proceedings. "At the start we negotiated with several potential investors. However, it quickly became apparent that the Holtmann Group, with its expertise in exhibition stand construction, was the ideal partner in terms of a sustainable long-term solution for the creditors, customers and employees," explained the M&A expert Dr Saatmann.

The investor is a well-known stand builder

Holtmann Messe + Event has almost 70 years of experience, making it one of the oldest exhibition suppliers in the sector. Walter and Wilhelm Holtmann founded the company in Hanover following World War II. In recent years, the Holtmann Group has achieved an annual turnover of 30 to 35 million euros and currently has a workforce of 135 employees. In addition to trade fair stands, the company also creates shops, branded stores, roadshows, pop-up stores, temporary construction projects, pavilions at sports events and world exhibitions as well as museum installations under their three brands of Holtmann Messe + Event, EXPOMONDO and :mesomondo.

"We are delighted to be able to implement our strategic market orientation with the experts from the former Brandspaces GmbH at the Nuremberg site, and in so doing get even closer to our customers. We regard this acquisition as a perfect addition to expand our business, which will strengthen the Holtmann brand in the south of Germany and provide the team with a clear perspective. This means that the Nuremberg site will now have all options for stable growth in the field of high-quality trade fair concepts, event

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creation and interior design projects,” said Mr Jörg Zeißig, Managing Director of Holtmann GmbH & Co. KG.

The Local Court of Fürth opened the proceedings and appointed Mr Meyerle as the insolvency administrator with its decision of 1 June 2019. Previously, the restructuring expert had acted as the provisional administrator of the company. The PLUTA attorney Mr Meyerle is a very experienced administrator. He previously found, for example, an investor for the Fürth-based toy maker Ferdinand Bethäuser, which is known by the brand name FERBEDO.

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