

# Gütt Olk Feldhaus

## Press Release

### **Gütt Olk Feldhaus Advises Shareholders of Vitalsana on the Sale to Ströer**

*Munich, September 29, 2016* – German business law firm Gütt Olk Feldhaus has advised the shareholders of the Herleen/Netherlands based online pharmacy Vitalsana, formerly owned by Schlecker, on its sale to Ströer.

Vitalsana is one of the qualitative market leaders as well as one of the most renowned brands in the area of mail-order pharmacies. Established in 2007, Vitalsana markets, sells and distributes a range of pharmaceuticals and cosmetics. The total market for mail-order pharmacies in Germany is estimated to have annual revenues of 1 to 1.5 billion euros and an annual revenue growth of 10 percent. Vitalsana expects sales of approximately 30 million euros in 2016. The purchase price amounts to 4.5 million euros and is thus in line with historical reference transactions involving online pharmacies.

**Gütt Olk Feldhaus:** Dr. Heiner Feldhaus (Partner), Dr. Daniel Widmann (Associate).

### **About Gütt Olk Feldhaus:**

Gütt Olk Feldhaus is a law firm founded by experienced lawyers from leading international law firms. All partners of the Munich-based law firm previously worked for many years at Freshfields Bruckhaus Deringer, Hengeler Mueller, Milbank Tweed Hadley & McCloy and/or Latham & Watkins, respectively. The key areas of expertise of Gütt Olk Feldhaus are M&A, private equity, finance and corporate with a particular focus on transactions and cross border aspects.

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