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## RASCHKE VON KNOBELSDORFF HEISER advises OTTO GROUP in driving its worldwide mobile engagement and partnering with POWA TECHNOLOGIES

29 January 2016

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RASCHKE VON KNOBELSDORFF HEISER (RKH) advised Otto Group and its legal inhouse team lead by Martin Mildner (General Counsel/ Global Head of M&A) in partnering with the worldwide active English Powa Technologies.

The partnership with Powa Technologies aims at securing and enhancing the position of the Otto Group in the modern retail market. The partnership will provide millions of customers of the Otto Group with a quick and simple way to shop and engage with its brands online, in-store and on the go. With mCommerce sales set to reach \$626bn per annum in less than two years time, the free mobile app PowaTag enables users to complete purchases in seconds by interacting with triggers including QR codes, beacons, audio signals as well as through links found on social media.

The Otto Group is the second largest consumer online retailer in the world, made up of 123 companies, including OTTO, Bonprix, Crate & Barrel and Freemans Grattan. The Otto Group also owns Hermes Group, which is Germany's largest independent home delivery operator and has more than one million doorstep contacts each day in Germany alone. During the last financial year, total revenue for The Otto Group was up at \$13.2bn, with its eCommerce division serving as a key factor. The brands working with the Otto Group also operate over 400 brick-and-mortar stores worldwide. The partnership with PowaTag will allow the Otto Group to optimise these assets and offer a true omnichannel experience.

Otto Group was advised by RKH-Partner Dr. Kristian J. Heiser (in the Lead; Corporate/M&A) and associate Dr. Jan Hermann (Corporate/M&A). For legal sales- and IT-issues KNZP-Partner Dr. Kai-Uwe Plath was engaged. Further, RKH engaged the English law firm Bristows (Marek Pe-tecki und Nick Richards).

The involved legal inhouse team of Otto Group consisted of Martin Mildner (General Counsel/ Global Head of M&A), Dr. Steffen Jaeniche (Leiter Corporate) and Dr. Julian Harm (Corporate).

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## **Background**

RASCHKE VON KNOBELSDORFF HEISER (RKH) is a Partnership of Lawyers with eleven Attorneys-of-law. The law firm was established in 2005 by a spin-off from Freshfields Bruckhaus Deringer and is today one of the leading corporate/M&A-boutiques in Germany. Focusing on high-end legal services the law firm concentrates on advising German and foreign clients in complex corporate matters, corporate transactions and corporate litigation. The firm's clients include well-known family-owned companies, German and international industrial and commercial groups, private equity firms as well as banks and other financial service providers. Further information at [www.rkh-law.de](http://www.rkh-law.de).

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