

## PRESS RELEASE

### **FPS advises Pawelczyk Empire GmbH on the integration of Moongency GmbH into the MYTY Group**

**Frankfurt/M, 27 January 2025 – FPS has advised Pawelczyk Empire GmbH on the integration of Moongency GmbH into the MYTY Group Germany GmbH.**

Moongency GmbH is an influencer marketing & artists management agency based in Hamburg. Moongency was founded in 2022 by Janet Pawelczyk and has quickly established itself as a specialist in influencer marketing and artist management for the beauty, technology, and food sectors.

As a member of the MYTY Group, Moongency intends to expand its network, enter new markets, and leverage the synergies of the MYTY Group.

The Switzerland-based agency holding MYTY Group has been consolidating several agencies with expertise in digitalisation, creation, and marketing under its umbrella since 2020. The MYTY Group is a portfolio company of the Zurich-based private equity investor Ufenau Capital Partners.

With Moongency GmbH joining the MYTY Group, the portfolio expanded in the areas of influencer marketing & artist management. The MYTY Group now comprises 15 agencies with more than 800 employees at 25 locations in Switzerland, Germany, Austria, France and Croatia.

The transaction was successfully completed by the parties in January 2025.

The FPS team was led by our partner Dr. Thomas Schnülle-Weingart and provided advice particularly in the areas of corporate / M&A, IP/IT, data protection and employment law.

The MYTY Group was advised by the commercial law firm GÖRG Partnerschaft von Rechtsanwälten mbB.

### **Advisers at FPS**

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