

Luxembourg, 05 September 2024

## Press release

### GSK Stockmann advises Branded Group on acquisition of Heyday Technologies and founding of Essor in the USA

**GSK Stockmann advised the leading digital consumer products platform and brand aggregator Branded Group S.A., based in Luxembourg, on the acquisition of Heyday Technologies, Inc. from San Francisco, USA. The companies create the combined business Essor in the USA as a fully digital CPG platform.**

The acquisition of the two companies and merger of their businesses creates Essor, a company with more than one billion social media views, hundreds of bestselling products and revenues of approximately USD 400 million. Essor combines Branded Group's strength in robust, technology-enabled operational processes with Heyday Technologies' expertise in marketing scaling and establishing digital-first brands in omni-channel distribution. The focus of Essor's portfolio is on wellness brands for personal care and household products.

The GSK Stockmann team from Luxembourg and Berlin, led by Dr. Katy Ritzmann, provided comprehensive legal advice to Branded Group S.A. on the acquisition of Heyday Technologies, Inc. and the formation of Essor. In addition to the acquisition and cross-border takeover to the USA, the team advised on an efficiency-oriented restructuring of the venture debt financings existing on both sides of the transaction.

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