

**Press Release:**

**Roland Emmerich and Marco Kreuzpaintner start new web portal flimmer.de. GLNS Gubitz Lindner Nikoleyczik Schult advises the founders Marco Kreuzpaintner, Christopher Zwickler and Alexander Artopé.**

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Directors Roland Emmerich and Marco Kreuzpaintner, producer Christopher Zwickler and business angel Alexander Artopé have jointly founded a company for the operation of the web portal flimmer.de. GLNS Gubitz Lindner Nikoleyczik Schult advised the founders Marco Kreuzpaintner, Christopher Zwickler and Alexander Artopé.

Directors Roland Emmerich and Marco Kreuzpaintner started flimmer.de because they dislike pre-roll online commercials. Together with producer Christopher Zwickler and Alexander Artopé, business angel and founder of smava.de, a web portal for loans, they developed a web portal that rewards users for their attention. At the end of each movie trailer the user is asked a question about the story. If he or she answers correctly, an amount is credited to a virtual account. The virtual money can then be used to purchase movie tickets, DVDs or video-on-demand or be donated for a charitable cause.

GLNS partners Georg Lindner (corporate and tax law) and Ludger Schult (corporate law) advised the founders Marco Kreuzpaintner, Christopher Zwickler and Alexander Artopé on all aspects of the transaction. A Hogan Lovells team led by Berlin based partner Christoph Wagner advised Roland Emmerich.

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*GLNS Gubitz Lindner Nikoleyczik Schult is a business law firm based in Munich with a focus on M&A (private equity/venture capital), corporate, capital markets, and tax law. GLNS was formed in April 2012 as a spin-off from the Munich office of the law firm Milbank, Tweed, Hadley & McCloy.*

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