

Press Release

Artificial Intelligence:

GLNS advises EMH Partners on investment in Acrolinx

Munich, 19 October 2022.

Equity funds advised by EMH Partners have acquired a minority stake in Acrolinx Holding GmbH. Funds advised by GENUI remain the main shareholders of the Berlin-based company.

Acrolinx is a fast-growing, AI-based software platform for content governance. With the help of Acrolinx, some of the world's largest companies are already managing and improving the impact of their own content on customers along various interaction points. At the same time, Acrolinx allows them to tailor content to their individual brand strategy and policies.

Acrolinx was founded in 2002 as a spin-off of the German Research Center for Artificial Intelligence. The company is headquartered in Berlin and has an office in Boston (USA). Acrolinx employs around 180 people, 60 of whom are based in the USA. Acrolinx currently generates more than 70 per cent of its revenue in North America.

EMH Partners is an owner-managed investment company that invests primarily in market-leading and owner-managed growth companies. EMH Partners manages more than 1 billion euros of capital.

GLNS provided corporate and tax advice to EMH Partners on this transaction. The team included Dr Reinhard Ege, Georg Lindner (both Corporate/M&A/Tax), Dr Patrick Droese (Corporate/M&A) and Andreas Scheidle (Tax).

GLNS is an independent and internationally oriented commercial law firm with offices in Munich and London. Its lawyers specialise in corporate law, finance law, tax law and litigation.

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