

PRESS RELEASE

WOLF THEISS AND JANK WEILER OPERENYI ADVISE KELLOGG IN ACQUISITION OF VITA+ NATURPRODUKTE GMBH

Vienna, 19 September 2016 – Wolf Theiss and Jank Weiler Operenyi are providing legal advice in Kellogg's acquisition of 51% of Vita+ Naturprodukte GmbH. Wolf Theiss, the largest law firm in Austria, advised the purchaser throughout the entire transaction, in particular in due diligence matters and in negotiating all transaction documents. The two sellers were advised throughout the transaction by Jank Weiler Operenyi. The closing took place on 8 September 2016.

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The Wolf Theiss team of advisers, led by Partner Christian Hoenig, included Doris Buxbaum and Katrin Stauber (Corporate), Walter Pöschl (Employment), Paulina Pomorski (IP) and Carina Wolf (Finance).

"Kellogg is one of the world's leading cereal companies. We are happy to have advised them in their investment in a renowned local provider of organic natural products," said Christian Hoenig, Wolf Theiss Partner.

The sellers were advised by Jank Weiler Operenyi Rechtsanwälte. Lead Partner Alexander Operenyi (39) (Corporate, M&A) and his team, with the support of Partner Andreas Jank (39) (Corporate, Finance), comprehensively advised both sellers (Fi5 Asset GmbH and SIGNAL Beteiligungs GmbH, a holding of the Langes-Swarovski family) throughout the entire transaction.

The Kellogg Company is one of the world's largest producers of grain products, specialising in breakfast cereals with production centres in 20 countries. It was founded in 1906 as the Battle Creek Toasted Corn Flakes Company by Will Keith Kellogg in Battle Creek, Michigan. In 1894, Kellogg and his brother John Harvey Kellogg succeeded in creating the first cornflakes. In 1922, the Battle Creek Toasted Corn Flake Company was renamed the Kellogg Company, its current name.

Vita+ Naturprodukte GmbH was founded in 1993 with its headquarters in Itter bei Wörgl, Austria. The company is a leading provider of organic natural products in the German-speaking region. Their products are known by the "Verival Bio" brand and include, in addition to several kinds of muesli, spreads, baking ingredients and sweeteners, cereals and flakes and much more.

ABOUT WOLF THEISS

Founded in 1957, Wolf Theiss is one of the leading European law firms in Central, Eastern and South-Eastern Europe with a focus on international business law. With 340 lawyers in 13 offices located in Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Slovenia and Ukraine, Wolf Theiss represents local and international industrial, trade and service companies, as well as banks and insurance companies. Combining law and business, Wolf Theiss develops comprehensive and constructive solutions on the basis of legal, fiscal and business know-how.

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