

Wolf Theiss advises New Wave Group on the acquisition of Cotton Classics Handels GmbH

Prague, 26 June 2025 – Wolf Theiss advised New Wave Group AB, a Swedish growth company that designs, acquires and develops brands and products in the corporate promo, gifts and home furnishings sectors, on the acquisition of 100% of the shares in Austrian textile wholesaler Cotton Classics Handels GmbH.

The Wolf Theiss team, working alongside MAQS Law Firm Advokatbyrå, advised New Wave Group on all Czech legal aspects relating to the acquisition of Cotton Classics Handels GmbH, one of the largest wholesale distributors in its sector in several Central and Eastern European countries, including Czech Republic, where New Wave Group will strengthen its presence. The value of the transaction is EUR 47.6 million.

The transaction team was led by Tereza Naučová (Counsel, Corporate/M&A) and further included Maroš Kandřík (Associate, Corporate/M&A), Ondřej Beneš (Counsel, Employment), Barbora Malimánková (Counsel, Real Estate & Construction), Kateřina Mikulová (Senior Associate, Intellectual Property), Karolína Větrovská (Associate, Corporate/M&A), Viktorie Rystonová (Associate, Real Estate & Construction) and Vojtěch Koňářík (Associate, Intellectual Property).

About Wolf Theiss

Founded in 1957, Wolf Theiss is one of the leading law firms in Central, Eastern and South-Eastern Europe (CEE/SEE). We have built our reputation on unrivalled local knowledge which is supported by strong international capabilities. With more than 400 lawyers in 13 countries and a central European hub in Brussels, over 80% of the firm's work involves cross-border representation of international clients.

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.

Wolf Theiss

Rechtsanwälte GmbH & Co KG
Schubertring 6
1010 Vienna
Austria

T +43 1 515 10
F +43 1 515 10 25
E wien@wolftheiss.com

UID: ATU 68242500
ADVM: P130664; FN 403377 b
FG: HG Vienna; Seat: Vienna

Wolf Theiss

For further information please contact:

Wolf Theiss PR Team

Wolf Theiss Rechtsanwälte
Attorneys-at-Law
Schubertring 6
A-1010 Wien
Austria

T +43 1 51510 00
E pr@wolftheiss.com
W wolftheiss.com

