

Glatzová & Co. advised on the merger of Shopsys, Reservio, Smartsupp and Survio

Our firm provided comprehensive transactional advice on the merger of Shopsys, Reservio, Smartsupp, and Survio into the new Abugo group. In addition to the joint investors — Reflex Capital and Novira Capital — all the companies share a focus on e-commerce and SaaS (software as a service): Shopsys creates customized e-shops, Reservio operates online booking systems, Smartsupp develops chatbots, and Survio focuses on customer questionnaires and data management. The newly formed group is the largest of its kind in the Czech Republic and is expected to offer comprehensive e-commerce services to customers.

The ambitious idea of merging four separate companies with a total of 14 shareholders into one group was led by a team consisting of partner Jan Veselý, associate Jan Peřinka, and junior associate David Bečvář. The goal was to provide the group with a unified vision and strategy while maintaining the relative independence of the companies and their management to ensure the group's success. In addition to drafting the contractual documentation and conducting multiple rounds of negotiations, our team assisted with the technical settlement of the entire transaction.