PRESS RELEASE

Subject Bookstore giant Martinus acquired competitor Gorila.sk with the support of Taylor Wessing

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Transaction Taylor Wessing Bratislava advised the biggest Slovak online book retailer and the second biggest book retailer in Slovakia, Martinus, s.r.o., on the acquisition of its competitor, the e-shop Gorila.sk.

The transaction was performed as a partial sale by the former operator Beyond Media, s.r.o. Next to the e-shop Gorila.sk it also included the Czech e-shop arara.cz.

The provided legal advice included the Due Diligence, a structure proposal of the transaction, as well as the preparation and negotiation of the Agreement which constituted the base of the transaction documentation. Setting some of the legal aspects of operating the e-shop and the transfer of intangible assets, especially intellectual property rights, was an essential part of the legal services provided.

The client acquired both e-shops in mid-September. Gorila.sk is operated under the original brand, whereas arara.cz was merged into the client’s Czech e-shop “martinus.cz”.

The client’s intention is to create a more effective and clearly laid-out model of online book retail and delivery, enabling a simpler and faster shopping experience for the customers. The client simultaneously extends his portfolio in the book market, focusing on a broader clientele. Martinus made a big step towards improving the retail and the standards of the book industry in Slovakia and the Czech Republic.

Value of Transaction N/A

Client The company was founded in the Slovak city Martin in 1990, originally operating one book store. The current majority shareholder and managing director, Michal Meško, remarkably contributed to the foundation of the online book store
martinus.sk in 2001. Michal Meško puts emphasis on a „customer friendly“ and „employee friendly“ approach as well as providing services, that were, until now, not available on the market. The company currently operates the online store and ten stores in nine Slovak cities. The client has been awarded with several awards and is therefore considered to be one of the most progressive companies in the field of communication and services for the customer in Slovakia. Through operating several cafés in the book stores, the organization of literary events, literary and social discussions as well as several literary competitions, the client contributes to the development of culture and creates a space for discussion on important social topics. Martinus significantly exceeds the imaginary border of a simple book retail.

Quotation

Michal Meško, majority shareholder and managing director Martinus, s.r.o.
„The acquisition of the e-shop Gorila.sk meant a natural and interesting investment for us. It broadens our book portfolio and allows us to address a bigger group of readers in Slovakia, as well as abroad. This project needed an experienced team of lawyers. Due to the lack of time, it was very important, that each member of the team exactly knew what to do, when and how to do. The cooperation with the Taylor Wessing team was a positive experience for us, as it provided quality services merged with the dedication to finish the project successfully on time. Due to the upcoming Christmas season this was very important for us.“

Juraj Frindrich, Partner Taylor Wessing
„For lawyers, it is a great pleasure to work with a client, who has a clear Business idea and an innovative approach and who keeps the transaction process „dynamic“ and fully trusts his advisors in legal matters.

It was the first time we worked on a bigger project for Martinus, nevertheless it soon became apparent, that we get along also in the personal relation. This greatly helped us, as the communication during the intensive closing stages of the transaction was constructive and effective. In a short time, we managed to analyse the project, prepare and negotiate contractual and related documentation and the process resulted in a timely and smooth transfer of ownership to a lively online bookstore.“

TW team

Juraj Frindrich, Partner; Radovan Pala, Partner; Andrea Vancelová, Associate
About Taylor Wessing Slovakia

According to the researched data of the Slovakian competition known as “Law Firm of the Year”, Taylor Wessing e|n|w|c Attorneys at Law in Bratislava is one of the largest law firms in Slovakia. In 2017, The Slovak Spectator announced it one of the top three largest international law firms in Slovakia. Taylor Wessing Bratislava won the main Via Bona Slovakia 2015 Award for Responsible Entrepreneurship.

About Taylor Wessing:

Taylor Wessing is a full-service international law firm. More than 1,200 lawyers advise clients in the world’s most dynamic industries. We take a single-minded approach to advising our clients, helping them succeed by thinking innovatively about their business issues. We support clients wherever they want to do business. Our 33 offices* in Europe, the Middle East and Asia as well as our two rep. offices in the USA are not token presences – they blend the best of local business, industry and cultural knowledge with international experience to provide astutely commercial solutions for our clients.

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