

News

BCLP ADVISES PRIME6 BRANDS IN RESTRUCTURING AND ACQUISITION

Sep 22, 2023

A BCLP team across the US and in Germany advised shareholders of Prime6 Brands GmbH (P6B) on a significant cross-border recapitalization and share purchase transaction in which an investment fund of WM Partners, LP became a majority owner of P6B. There was a simultaneous leveraged recapitalization that distributed additional funds to the pre-transaction shareholders.

With elements of both US and German law, the cross-firm effort helped the client navigate complex pre-closing restructuring for both buy- and sell-side parties, helped in coordination of German and US tax matters, and advised on short-term promissory note arrangements, along with other nuanced deal terms.

P6B is a Germany-based global direct-to-consumer brand creator with a mission to build and scale modern e-commerce brands within the health and wellness industry. P6B has two US-based subsidiaries: Primal Harvest, which delivers holistic natural vitamins, supplements and minerals, and Prime Consumer Brands, which houses the BeautyLux brand. WM Partners is a US-based middle-market private equity firm specializing in buyout investments in the health and wellness sector. WM Partners' portfolio includes various companies that deliver functional foods and vitamins, minerals and supplements products. Read more in [WM Partners' press release](#).

The BCLP Corporate Transactions deal team was led by Partners **Bob Newmark** (St. Louis) and **Tonio Sadoni** (Hamburg), with substantial support from colleagues across nine of the firm's global offices.

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